

*Dennis*

*Eleanor*

*Dane*

# MORGAN PARKER CLARK



# "The Very Thought of You"

with FAYE EMERSON • BEULAH BONDI • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING

Directed by

DELMER DAVES

Screen Play by Alvah Bessie and Delmer Davis • Original Story by Lionel Wiggam • Music by Franz Waxman

YOUR WARNER PRESSBOOK



A CAMPAIGN THAT  
WAS PLANNED  
WITH THE VERY  
THOUGHT  
OF YOU!



START HERE



THE *Very* THING FOR



# PUBLICITY

FOR "The Very Thought of You"

## BLACK SHEEP TELLS WHITE LIE, MAKES GOOD

Delmer Daves, who directed "The Very Thought of You" for Warner Bros., was showing off his picture in the Stanford University Review to Dennis Morgan, Eleanor Parker and Dane Clark, the film's stars. He had just been designated "man who made good."

He explained that he might have had the honor long before he directed "Destination Tokyo," but that he'd been a campus black sheep for years. The story is this:

Del was the head of the football rally committee of his undergrad days, and he needed one sure-fire stunt for the eve of the season's biggest game.

So he gave this tip to the campus paper:

"Harvey L. 'Boom' Drum, Stanford's oldest alumnus, now a world prominent diamond merchant, will journey from Johannesburg, South Africa, to be here for the big game."

With each edition, Daves traced "Boom" Drum's 10,000-mile trip. It was the talk of the campus. "Boom" Drum was a "character" long before he arrived. Daves even had the ship lose a propeller on the last lap of the trip from Honolulu, and had Drum order a special plane to pick him up at sea in order not to miss the game.

Two thousand undergrads went to the Alameda airport to meet Drum.

By now, of course, the situation was beyond Daves' control, and there just simply had to be a "Boom" Drum. Daves decided he was the guy.

He and his cohorts got a cab and a couple of friendly cops, and they pulled into the stadium, sirens screaming.

In gray goatee, wig and long black overcoat, black fedora and cane, he was taken to the speakers' stand. The applause was tumultuous. Imagine, the guy had traveled ten thousand miles just to cheer the men of Stanford!

Daves affected the voice of an old man. But soon, like a whisper swelling into a roar, he heard the students cry, "That's Del Daves."

It became a roar of chagrin. He ran for his life.

The dean did not like it.

In fact, it wasn't until after all these years that Stanford made Daves a "man who made good." How good, can be seen this week when "The Very Thought of You" opens Friday at the Strand.



Mat VT 111-15c  
Eleanor Parker

## The Cast

Dave .....	DENNIS MORGAN
Janet .....	ELEANOR PARKER
"Fixit" .....	DANE CLARK
Cora .....	Faye Emerson
Mrs. Wheeler .....	Beulah Bondi
Pop Wheeler .....	Henry Travers
Fred .....	William Prince
Molly .....	Andrea King
Cal .....	John Alvin
Bernice .....	Marianne O'Brien
Ellie .....	Georgia Lee Settle
Soda Jerk .....	Dick Erdman
Minister .....	Francis Pierlot

## Synopsis

(Not for Publication)

Sgt. Dave Stewart (Dennis Morgan) and his pal, Sgt. "Fixit" Gilman (Dane Clark), return to Pasadena, Cal., after long, lonely months in the icy Aleutians. On the local bus, they run into Janet Wheeler (Eleanor Parker), whom Dave had known slightly in his student days, and her girl friend, Cora (Faye Emerson), on their way home from work in a parachute factory.

Janet invites Dave to Thanksgiving dinner at her home, while "Fixit" goes off with Cora. Around Janet's dinner table are seated her mother (Beulah Bondi), a nervous, cranky old woman; her older sister, Molly (Andrea King), unhappily married to a sailor now overseas; her brother, Cal (John Alvin), a cynical, sneering 4F; and his wife, Bernice (Marianne O'Brien), a simple but likeable girl. Also present are Janet's little sister, Ellie (Georgia Lee Settle) wise far beyond her adolescence; and her pop (Henry Travers), a mild, hen-pecked guy, but a nice one.

The peaceful family dinner turns into a verbal free-for-all, with tempers flaring, and finally Dave leaves in embarrassment.

The next day, however, Ellie contrives to get Dave and Janet together, and they have a wonderful day in the country. Janet has no wish to take Dave home after what has happened, so they go to Cora's place, a motel apartment, where, in the meanwhile, "Fixit" and Cora have been visiting.

The two now realize they are in love, but Dave knows he has to leave on orders the next day. However, his departure is set ahead for an extra day, and they get married. They have only one night for their honeymoon, and he leaves for special training in San Diego.

Janet's mother and Molly are determined to break up the romance, and during the week that now passes, they intercept the wires and letters that come from Dave. Janet is at first concerned, then worried, and then completely sick at heart, but finally a telephone call comes through from Dave.

Everything is at once clear, and Janet goes to San Diego, where again they have only a few brief but breath-taking hours together before he takes off to resume duty. Janet returns to face Molly and her mother, and leaves home, going to live with Cora.

There is a baby. Janet goes back with the family. Meanwhile Molly's husband, Freddy (William Prince), returns from overseas after being wounded in action in the Pacific. She tells him about her romances during his absence, but his love moves him to forgive her. She is deeply touched by his devotion and they are together once again.

Janet and Cora receive news that their men have been wounded and are on their way back to Pasadena. The sergeants are met at the station by their women—and by Dave's little son.

(Running Time: 99 Minutes)

## Production

Directed by Delmer Daves. Screen Play by Alvah Bessie and Delmer Daves. Original Story by Lionel Wiggam. Music by Franz Waxman. Produced by Jerry Wald. Photographed by Bert Glennon. Art Director, Leo Kuter. Film Editor, Alan Crossland, Jr. Sound by Everett A. Brown. Special Effects by Warren Lynch, A.S.C. Set Decorations by Fred M. MacLean. Gowns by Milo Anderson. Makeup Artist, Perc Westmore. Orchestral Arrangements by Leo Arnaud. Musical Director, Leo F. Forbstein. Assistant Director, Art Lueker. Unit Manager, Frank Mattison.

## ACTOR WHO WANTED WORK WANTS REST

Dennis Morgan is the fellow who said he would never ask his bosses for a vacation. But now he's hinting for one.

He said they could put it in his contract. The way he felt they couldn't give him enough work. He'd put it in writing. He's glad now he didn't insist.

What happened was that at the time Morgan arrived on the scene to sign his contract at Warner Bros., he was a man who just hadn't been allowed to work. He had been vacationing himself into prematurely gray hair (or, worse, no hair at all). That's all he had to do—vacation.

He was a singing find, discovered by the opera star Mary Garden, and signed by M-G-M. He came out, full of youth and enthusiasm, and reported for work. He reported regularly, every Wednesday, in fact. Wednesday was pay day and he could kill two birds with one stone—get his money and not get an assignment to play a role.

It's true he got plenty of chance to sing—to himself in the shower. But a shower can get dull, too.

That went on for two years. He went to the front office and said he didn't want to vacation any more. They said he was much too valuable to release from his contract. So he came back some more Wednesdays.

Finally, he convinced them. He was signed by Paramount. It was different there. Much. Payday was on Thursdays. Still no singing, no acting, just one long, lazy unhappy vacation.

He was a desperate man when he arrived at Warner Bros. He'd do anything, just let him work.

He asked for it, and he got it. He is the hardest working actor on the Warner lot. He worked for months on "The Hard Way," and the Monday after it was completed he went into "The Desert Song." He had about three days between that and "The Animal Kingdom." His bosses decided he wasn't busy enough, so they had him "bicycle" between that and a stellar role opposite Ann Sheridan in "Shine On, Harvest Moon," and right after that came his current top-spot in "The Very Thought of You," which opens Friday at the Strand with Eleanor Parker, Faye Emerson and Dane Clark helping to keep him busy. Morgan loves work. He's not sorry about what he said.



Mat DM 109-15c  
Dennis Morgan



# 'The Very Thought Of You,' Heartwarming Romance, Opens At Strand Theatre

(Prepared Review)

A warmly moving story of our youth today, a tender tribute to their unwavering faith in the future, has been brought to the screen with all the humanness a really fine screen play and a select cast can achieve, in Warner Bros.' heartwarming romance, "The Very Thought of You," which opened last night at the Strand Theatre. Dennis Morgan, Eleanor Parker and Dane Clark are starred.

"The Very Thought of You" is the kind of picture you'll take away with you when you leave the theatre, for it is made of the stuff that is "Yourtown," U.S.A., today. It is a timely story of the problems facing all couples in love during war. Here are their hopes and plans, their hours of loneliness and tears, their brief moments of joy, their ringing laughter. And in their laughter and courage is the answer to all the problems awaiting us tomorrow.

The film is concerned with the brief courtship and the equally hasty marriage of Dave and Janet, who firmly believe their love of just a few days is of enduring timber. The solution to this problem, which has faced so many of our young people, is a salute to the youngsters who have made their lives firm footholds in this overcast world at war.

Dave (Dennis Morgan), a serviceman just home from overseas, and hopefully looking for some assurance that the hardships he has endured have not been in vain, is skillfully portrayed by Dennis Morgan. His characterization as the sensitive young builder, who by some trick of fate has been assigned to a demolition battalion, is the best job Morgan has done to date. The gentle manner in which he handles himself throughout the production should be ample proof that Mr. Morgan has now added another talent to his ever-growing list, to be displayed along with his other screen successes in musicals and farce comedies.

In the difficult role of Janet,

the girl in love, who defies the wrath of her family by marrying a boy she has known only a few days, Warners have wisely cast their new dramatic find, Eleanor Parker, most recently seen in "Between Two Worlds." Janet's choice is not an easy one, for in giving her love to Dave, she is forced to divorce herself from a family life which, although not entirely understanding, has sheltered her all her life. And in bearing Dave's son while he is overseas, she is forced to gamble with a future that may bring her nothing more than memories of a happy but brief love. With a part so meaty, a less talented actress might fall into a quagmire of artificial emotions. Miss Parker, this reviewer is happy to say, comes through with a performance which is at once both deftly competent and refreshing.

In direct contrast to the touching dramatic theme of this fine motion picture, Dane Clark's robust comedy performance seems like a healthy echo of Bob Hope, who said, on his return from overseas, "Thank God the G.I. can still laugh!" Dane Clark, though a newcomer, is an actor who, we prophesy, will be with us for some time to come. His versatility and good natured puss make him the logical contender for those lush Warner "star-maker" roles. His performance as the rollicking, lovable, powerhouse kid, "Fixit," is certain to win him innumerable new friends for his fast-growing fan roster, for "Fixit," as he brings him to the screen,

stands shoulder to shoulder with the best of our fighting men.

Handing in fine performances in supporting roles are Faye Emerson, one of the most interesting featured players in Hollywood today, who plays a delightful Cora, foil for Clark's engaging "Fixit"; Beulah Bondi, as the neurotic mother of a family of conflicting personalities; Henry Travers as Pop; William Prince, young New York stage find, doing well in the effective role of a sailor, returning to his faithless wife (Andrea King). John Alvin, Marianne O'Brien, Georgia Lee Settle, Dick ("Janie") Erdman are others whose performances add much to the film's enjoyment.

Delmer Daves, crackerjack scripter of "Love Affair," and fresh from his directorial triumph with "Destination Tokyo," rings the bell again with a fine piece of work, handling a difficult story theme, which he directed for Producer Jerry Wald. The special orchestral arrangements by Leo Arnaud, and the work of musical director Leo F. Forbstein do much to set the mood, while the lilting strains of Ray Noble's "The Very Thought of You," pleasantly revived from 1934, will find a place in your mind along with the songs of today, to be hummed over and over again.

If the words, thoughts, and the music of "The Very Thought of You" could presumably drift out across the seas, they might well act as a bridge of hope and reassurance between our men over there and their women over here.

## IN FIRST STARRING ROLE



Mat 202—Still VT 511—30c

Lovely young Warner actress Eleanor Parker plays her first starring role as a courageous war wife in Warners' new romantic comedy hit, "The Very Thought Of You," opening tonight at the Strand. Dennis Morgan and Dane Clark are co-starred.

## Glamour Plus Needed For Success In Films

Glamour is an overrated commodity in Hollywood.

That is the opinion of Eleanor Parker, lovely Warner Bros. star currently sharing top honors with Dennis Morgan and Dale Clark in "The Very Thought of You," new romantic comedy now playing at the Strand.

Miss Parker should know, too, because she's both glamorous and a successful screen actress.

Glamour, she admits without reluctance, will help many a girl get a break in pictures; there's no question but that it will attract attention.

"But," says this young, five and a half foot, blue-eyed star, "it takes more than just glamour to succeed on the screen."

Hollywood, she points out, is heavily populated with glamour gals—youngsters who have an enticing charm, yet fail to click on the screen in all but decorative ability.

"You can't always make an actress out of a girl boasting pretty legs, a cute figure and an appealing face," says this Warner Bros. star who has pretty legs, a cute figure and an appealing face. "It takes much more than that."

In her case, it took months to prepare for screen work—months in semi-professional lit-

tle theatres, months of study and waiting on tables to pay the tuition bill.

And, in Hollywood, where she never consciously puts her glamour to use, she continues studying—in the studio and out of it.

That perhaps explains why she rose so rapidly from a few insignificant parts via the top feminine spot in "Between Two Worlds" opposite Paul Henreid, to her first starring role in "The Very Thought of You."

This role, to date, is her favorite—because it gave her the opportunity to run the gamut in dramatic acting.

"I like great dramatic roles the best, but I must admit that one day I should enjoy doing the role of an ultra-sophisticate. I think I could have fun with that sort of thing," she says.

But, because she's a regular troupier at heart, she'd don a tight-fitting, dazzling gown, have her hair done in some tricky manner, paste inch-long artificial eyelashes over her naturally attractive ones, and swing into the role of a glamour queen if the studio asked it of her.

Meanwhile, she'll just keep on going up the cinematic ladder, quite unmindful that she's about as glamorous as any girl on the lot.

## Breaks Into Films With Lunch At Romanoff's

The latest theory on how to break into those glamorous motion picture studios is embodied in the case history of Andrea King. Andrea, an auburn haired, green eyed actress who looks a little like Ida Lupino, had been a New York stage performer since the age of eleven. Recently she decided to give up the stage and come to Hollywood.

She had no contract, no offers of screen tests. She arrived on the gold coast and knew no one. Her only acquaintance was Mike Romanoff, the royalist and restaurateur. The Romanoff rotisserie is no coffee pot and even the crumbs that fall from the tables there are glamorous. Pooling their resources, Andrea and her younger sister Ann managed to get into the hash house and order some lunch.

Andrea had been in town only two days. By some coincidence, Producer Jerry Wald of Warner Brothers was having lunch there too. He noticed Andrea. Wald was then about to put into production "The Very Thought of You," the current attraction at the Strand Theatre which stars Dennis Morgan, Eleanor Parker and Dave Clark. He observed that Andrea would fit neatly into the role of Eleanor Parker's sister. He sent her a note via the waiter. By the end of the week, Andrea was at Warners being screen-tested. She

was signed and got the role.

Andrea's first role, in "The Very Thought of You," parallels her real life to some extent. She plays the part of a lonely girl whose husband is in the service overseas. Andrea's husband, Lt. (j.g.) N. H. Willis, is on the Pacific front on duty with the Navy. Andrea has been a thespian for fourteen years. She is now twenty-five.

Her first role was in "Growing Pains" and she has participated in "Angel Street," "Boy Meets Girl," "Girls in Uniform," and "Life With Father." She was born in Paris, but came to this country at the age of one and a half.

Her real name is Georgia McKee. She is five feet five and weighs one hundred and twenty pounds.

Andrea specializes in playing what she calls "character ingenues, or ingenues with character." Today, she gets preferred treatment when she goes to Romanoff's which is her favorite restaurant. Incidentally, she was eating lamb kidneys with garlic when she was discovered by Hollywood.



Mat AK 110—15c  
Andrea King

## GAY COMEDY OPENING AT STRAND TONIGHT

(Opening Day Reader)

The problem of the relationship between soldier and civilian, an important current and post-war item, is tenderly and humorously surveyed in Warners' new film, "The Very Thought Of You," which opens tonight at the Strand Theatre.

Its cast offers the most promising of that company's new stars—Dennis Morgan, Eleanor Parker and Dane Clark. A brilliant supporting cast includes Faye Emerson and the veteran performers, Henry Travers and Beulah Bondi. Delmer Daves, represented most recently as director of the highly successful "Destination Tokyo," both directed and collaborated on the screenplay for this film.

"The Very Thought Of You" is concerned with two soldiers who meet two girls in Pasadena after a long stand in the Aleutians. One of them is brought home for dinner and must endure the opposition of a tense, war-strained family. It's a condition which will prevail again and again before returning servicemen will finally be absorbed back into civilian life. A believable adult solution is offered in "The Very Thought Of You."

Alvah Bessie and Daves wrote the screen play. Franz Waxman wrote the film's music.



Mat 101; Still VT 504—15c  
Faye Emerson

## 'Girl Who' Title Ends Long Quest

When Georgia Lee Settle was signed for her third picture, Warners' "The Very Thought of You," which opens Friday at the Strand Theatre, her boy friend said he would get his buddies in his Infantry Training Battalion to elect her.

They finally decided to give Georgia a title that would be all-encompassing, good for all time.

They named her "the girl who." Period.



PLAYS DRAMATIC PART

# 'The Very Thought Of You,' New Warner Romance, Arrives Friday At Strand

(Advance Theatre Story)

As a welcome relief from the flood of "delinquency" propaganda that has been shoveled at us in large doses these past months, and which has done little to picture the soldier in his true light, Warner Bros. have taken a sensible approach to this everyday problem in their new topical romance, "The Very Thought Of You," starring Dennis Morgan, Eleanor Parker and Dane Clark, which arrives at the Strand Theatre this Friday.

For the obvious is easily ignored when confronted with the sensational. Is it so hard to realize that today's soldier was yesterday's college boy? That the young marine your daughter met last night at the U.S.O. was the boy who raced her to the float, in happier summertimes? That a few yards of olive drab wool, or navy blue yarn does little to change the boy, who has just recently changed his suit? Truthfully now, can a leopard change his spots?

Yes, it was much different yesterday, there was time for long courtships and getting used to each other. But there was also time for long automobile rides, for college, for vacations; things we have stricken from our way of life until the war's end, for we just haven't the time... still, we are getting along. So will they.

The story of Janet and David as told in Warner Bros.' film would not warrant unusual consideration these days were it not for the fact that their problems are the problems of our youth today, a health loving youth that would rather hold a few hours of happiness in its arms now, than stand by the wayside and search for it tomorrow.

Janet met Dave on a bus.

They talked, laughed, exchanged hearts, and fell in love, all in a few happy hours. Quickly Dave's furlough days rushed by, and suddenly it would be tomorrow, and an outbound ship the day after. Gently, so as not to arouse the antagonism of a family split asunder by the antics of a near neurotic mother, a self-pitying brother rejected by the army, and the frivolous flirtations of a sister in love with herself, not her sailor husband, Janet sheds her cloak of unhappiness to become Dave's wife. Dawn finds Dave gone, his happiness clutched tightly in Janet's hands, the girl alone no longer.

Summer, Autumn, Winter, lonely days, all packed tightly together, roll slowly by. The postmarks on Dave's letters change. Frisco, then an A.P.O. and the youngsters have each other only by mail, endless chains of letters. And then, nursed by a love born in the haste of war, Dave's son is born.

Family roots reach out, and this time lovingly encircle the girl. Her mother, softened by the little child, slowly drops her veil of bitterness, and her sister, her happiness recaptured in the arms of her returned husband, brings contentment to the family.

And with the turning of the

leaves, Dave comes home. Not the same Dave who went away, but a man wounded in battle, returning to a wife he has learned to talk to in letters only. But now all the empty days are over, for in the eyes of his wife, and in his son, he has found the justification for his sacrifice.

"The Very Thought of You" brings Dennis Morgan to the screen as the sensitive young engineer-soldier, Dave; Eleanor Parker as Janet, who found happiness and love overnight; and acts as a returning vehicle for Dane Clark, most recently seen as the embittered "Tin Can" of "Destination Tokyo," now in the role of a fun-loving, lady-loving soldier, "Fixit." Also sharing honors with these stars are Faye Emerson as Fixit's Cora, Beulah Bondi as Janet's Mom, Henry Travers as Pop, and William Prince, Andrea King, John Alvin, Marianne O'Brien, Georgia Lee Settle and Dick Erdman. The special musical effects and scores were accomplished by musical director Leo F. Forbstein, and arranger Leo Arnaud, while the film's direction was handled by Delmer Daves. Mr. Daves, with the collaboration of Alvah Bessie, prepared the script for filming, under the producership of Jerry Wald.



Mat 201—Still DM 18—30c

Dennis Morgan, who plays a straight dramatic role—that of a homecoming G.I.—in Warner Bros.' thrilling new romance, "The Very Thought Of You," which comes to the Strand Friday. Lovely Eleanor Parker and Dane Clark are co-starred.

## Playing Nurse Is One Step Up To Stardom

In the process of becoming a star a girl sooner or later plays the part of a nurse. It somehow always happens.

To be sure, she also will find herself playing many another conventional role, such as secretary, saleswoman, housewife, or what-have-you, but long after these assignments have blurred into the general pattern of her histrionic apprenticeship, she still will remember the day she played the nurse.

Angela Greene, the eye-filling Powers model recently signed by Warner Bros., knows this. She played a nurse recently for Director Delmer Daves during the filming of "The Very Thought of You," Warner Bros.' new romantic comedy starring Dennis Morgan, Eleanor Parker and Dane Clark, currently at the Strand.

She found it quite a routine. Almost the moment she emerged from the wardrobe department, looking white, crispy, starchy and altogether luscious, it started. A passing assistant director jibed, "Oh, Nurse, will you let me be your little blood transfusion?" Angela smiled

back sweetly. She didn't think it required an answer, really.

Further along the way to the sound stage she was assured, among other things, that (1) she looked much cuter than Nurse Kenny, (2) she probably collected a lot of nice temperatures, and (3) it would be fun to study her charts with her some time, any time.

On the set, hers was to be the stint of assisting the doctor to deliver a baby to Eleanor Parker. This resulted in her having to listen to (and pretend to be amused by) all the standard father jokes, dating back as far as this one:

Man: "Does this doctor have a good record?"

Other man: "Well, ha, ha, he's never lost a father yet."

Angela stood up under it all very well. When she went to the commissary Green Room for lunch, it started again.

So it went. All day. Angela survived, but she was glad to turn back her nurse's uniform when her scenes were completed. At the end of the day her own blood pressure was getting pretty low.

### Actress Reads Own Mail In Strand Film

If Eleanor Parker seems particularly credible in a certain scene of her first starring picture, Warner Bros.' "The Very Thought of You," opening Friday at the Strand, there will be good reason.

The scene in question is that in which she reads a V-mail letter sent by her film husband, a top-sergeant overseas.

Director Delmer Daves decided it would be most effective to have Eleanor read a message from her own husband, Lt. Fred Losee, now on duty in the Pacific with the Navy.



Mat 113—Still AK 80—15c  
Andrea King

## VETERAN ACTOR IN WARNERS' STRAND FILM

Henry Travers, expert and veteran character actor to be seen importantly in Warners' "The Very Thought of You," now at the Strand, must have found his role pleasantly familiar. It's the kind of part he does so engagingly. In this new picture, Travers plays the congenial head of a family which might charitably be tagged unorthodox. Its provocative members include an emotional mother, a cynical son, another equally cynical daughter, a peace-making daughter-in-law, and a prematurely sophisticated 'teenage child.

The formula, for Travers, is not a strange one. In one of his most successful Broadway plays, the George Kaufman-Moss Hart item, "You Can't Take It With You," Travers played the eccentric head of the zaniest family yet to be planted behind footlights. That one turned out all right, dramatically. Again, in "Reunion In Vienna," with the Lunts, he presided over an unorthodox household. In "The Good Earth," he again was a family head. And one of Travers' earliest films was "Too Many Parents," his role in that being another familiar characterization. However, let it be immediately recorded that each new Travers chore is freshly interpreted and enthusiastically performed. He is too significant a figure in motion pictures and the American theatre to relax in his work.

"The Very Thought Of You" has a cast headed by Dennis Morgan, Eleanor Parker and Dane Clark.

## Broadway, Hollywood— Hangouts Don't Change

On the corner of Fifty-first and Broadway in New York, Hanson's drug store is much like any other modern drug store in the country. It sells everything from pots and pans to pills and potables.

But it is a different kind of a drug store because it is also the quasi-official club house for all the Broadway backstage set—actors, agents, columnists and characters.

In Hollywood, it's Schwab's, at the corner of the Sunset strip and Crescent Heights.

Dane Clark knows both places—well.



Mat DC 102—15c  
Dane Clark

In days gone by he was definitely a "regular" at Hanson's. He used to day-dream between cups of coffee about making good on Broadway, then landing a contract in Hollywood, and driving big, black cars, wearing swanky, smart clothes, and making film love to beautiful, wonderful women like Ann Sheridan and Rosalind Russell.

Now that he's in Hollywood, he sits at the counter of Schwab's, day-dreaming between cups of coffee, and he still thinks it would be fun to do those things. Sometimes he thinks his hopes looked better at Hanson's.

Not that Dane isn't making good in Hollywood. He is. He clicked in his very first picture, "Action in the North Atlantic." He did very, very well with

Cary Grant and John Garfield in "Destination Tokyo." He does more than well with Dennis Morgan, Eleanor Parker and Faye Emerson in "The Very Thought of You," Warners' new hit currently at the Strand.

But no cars, no clothes, no Sheridans. They won't even let him comb his hair in a scene.

In "Action" he was a rough, tough merchant seaman in dungarees. In "Destination" he was a rough, tough sailorman on one of Uncle Sam's fighting subs. In "The Very Thought of You" he is a rough, tough G.I. Joe.

Dane is the type, and he knows it. He does that sort of job well, and he's going places.

But life is like this: prize-fighters often want to, and do, open flower shops; dreamy-eyed poets become fighting fools in battle; and a couple of England's most hardboiled generals get a terrific bang out of crocheting.

Dane Clark would like a role with a big car, and very elegant full dress suits, and suave, polished lines of dialogue, and love scenes with someone like Hedy Lamarr.

"That's for me; that's my meat." That's what Dane mutters to himself, sitting at the counter of Schwab's. It's just about the same thing it was at Hanson's.

AND—TWO  
Special Features for  
Newspapers  
(See Page 14)



## 'Very Thought Of You' Now At Strand Theatre



Mat 204—Still VT 317-30c

Dennis Morgan apparently believes in the old tradition of carrying the bride over the threshold in the above scene from Warner Bros.' new romantic comedy, "The Very Thought Of You," opening tonight at the Strand. Eleanor Parker is the lovely bride. Newcomer Dane Clark is co-starred.

### (Current Theatre Story)

*"The very thought of you,  
This longing here for you,  
You'll never know how slow the  
moments go 'till I'm near to  
you—"*

Carefully, the young soldier plays with those words; he mouths them again and again, then, picks up his stub of a pencil, looks for a stump or a rock for a desk, and, patiently brushing away the myriad of flies with a gesture no longer one of annoyance, but of indifference, he begins to talk his heart out to a girl who is thousands of miles away. And somewhere in the United States—in Vermont, maybe—where the ground is hard with the first snow, or Wisconsin, where the syrup trees are being bled, or in California, where the same sea he hates is churning white against the coast, a girl is answering him. And so out there where only the winds can see it, those letters change hands. He is with her, she walks beside him, hand in hand, as they did before.

Maybe, before long, he will come back to her. Then the jungle lice will fade into the past, and he will take up his life with her again, as he left it, many dreams ago.

To that belief—that man is only as strong as the woman he leaves behind—Warner Bros. have dedicated their latest film romance, "The Very Thought of

You" currently playing at the Strand Theatre, with a cast that stars Dennis Morgan, Eleanor Parker and Dane Clark.

Here is the brave, tender romance of our soldiers and their girls, whom they have made their wives amidst the emotional earthquake that is war. Specifically, it is the story of Dave (Dennis Morgan) and his buddy, "Fixit" (Dane Clark) and two girls, Janet (Eleanor Parker) and Cora (Faye Emerson).

But mostly it is the story of a love that lingers in mid-air, is snatched up by hands strong enough to take all the world can give, and still come back for more. It moves through the hearts of a war-twisted family, not really living—merely existing in the shadows. It tells the tale of Pop, (Henry Travers) a right guy but a pushover for his family; of sister Molly (Andrea King) a good time girl set on forgetting her husband overseas; Mom (Beulah Bondi) fearful of what the neighbors will see or hear, or think; of Cal, (John Alvin) sore at the world for not thinking him man enough to fight; "Fixit," the jive crazy, laugh crazy, life crazy kid, and his playmate, the lovable Cora (Faye Emerson). It is host to a hundred little laughs and tears, it is more than a movie—it is our Youth at war, working, swearing, crying, loving . . . winning!

The plot is a simple one—and familiar. A boy and a girl meet, fall in love, and marry on furlough time—against family opposition. A baby son is born while his father fights overseas. Strangely enough the tiny boy unites his mother's family, long separated in spirit by petty jealousy and pride. And his father, wounded in battle, returns to a happiness insured by the love of his wife, and to a marriage that he was told would "never last."

In addition to the players abovementioned, a capable supporting cast also includes William Prince, Marianne O'Brien, Georgia Lee Settle and Dick Erdman. The production was directed by Delmer Daves from a screenplay prepared by Mr. Daves and Alvah Bessie, for Producer Jerry Wald. Miss Parker's and Miss Emerson's wardrobes were designed by Milo Anderson, while Perc Westmore acted as makeup expert.



Mat 104—Still VT 71-15c

Eleanor Parker and Dennis Morgan

## FELINE STORK DELAYS NEW WARNER FILM

Many pictures have been held up, postponed or shelved for the duration because of visits from the stork, but that is as nothing to the chagrin endured by Warner Bros. recently—the delayed blessed event of a cat who had things in complete confusion during the filming of "The Very Thought of You," currently playing at the Strand.

After several scenes were shot at the beginning of the picture, "Annie," borrowed from Ann Sheridan, was discovered to be "anticipating."

Director Delmer Daves called in a veterinarian to determine when the happy event would take place, and was assured it would be within three weeks. Dialogue was written into the script to explain things, and the night watchmen were admonished to keep careful watch over Annie, since cats are noted for seeking complete privacy when their delicate condition becomes pronounced.

Despite everything the cat disappeared, and the lot was scoured. Daves meanwhile shot "around" Annie, but "The Very Thought of You" had only a few more days on schedule. Fortunately, the feline lady finally had her big event and came out of hiding for her last scene just in time.

## FAYE EMERSON PERFECT TYPE FOR NO 'TYPING'

If there is anything actors love it's tearing their hair over being typed.

Not so Faye Emerson, who wasn't, isn't, and probably never will be typed. Mainly because that's what she'd like most. The views of the young Warner Bros. actress, currently to be seen in "The Very Thought of You," now playing at the Strand Theatre, are these:

"Everything that is highly successful is highly typed. Look at Superman and Dick Tracy, for example. They're typed, but they do all right, don't they?"

"Lana Turner in a sweater, Dorothy Lamour in a sarong and Veronica Lake with a bang—that's type casting, but is that bad? Do you hear the boys in the service complaining?"

"Look what they're doing to me. In 'The Hard Way' I played a senseless little man-crazy song-and-dance kid. In 'The Desert Song' I was a sweet, innocent native girl with great big round wondering eyes. Now in 'The Very Thought of You' I am just a clever kid who knows all the answers before anybody asks the questions, but with a heart of pure, unalloyed gold.

"I was a psychopathic murderer in one picture, and I played a nun in a church play. In 'Air Force' I was the blood-and-guts Red Cross nurse at Hickam Field in Honolulu, but directors love to cast me, too, as a cabaret kid with a long cigarette-holder, a dry martini, and Noel Coward repartee.

"I want to be typed. I will play heroine or heel. I will wear bathing suits or hoop skirts.

"I wish they'd make up their minds about me.

"If they don't, I suppose any day they'll cast me in a long white beard and have me doing Peter the Hermit. That's about the only part I haven't done so far."

Dennis Morgan, Eleanor Parker and Dane Clark are starred in the Strand film, heading a cast which also includes Henry Travers and Beulah Bondi.

## Hollywood Gets Ready For Returning Vets

Filmland already is facing the fact that, when Europe folds, one of the most pressing problems of the home front will be the readjustment of the boys who come back from the Big Fight.

There are now almost a score of scripts in writing, in work, or ready for release with themes to shape and forge a give-and-take basis of bringing civilian and soldier together as partners in the postwar.

The first of these to reach the screen is "The Very Thought of You," a Warner Bros. feature with a hard-hitting challenge to the American woman's obligation of love and faith to her man at the front. It opens Friday at the Strand with Eleanor Parker, Dennis Morgan and Dane Clark in the top roles.

Dennis Morgan is cast as an Army sergeant just returned from eighteen months' duty in the thick of things in the Aleutians.

Another at the Burbank factory is the filmization of the W. R. Burnett novel, "Nobody Lives Forever." Under the direction of Jean Negulesco, this is the drama of a big-time gangster, John Garfield, who is regenerated as a good citizen by his experiences in the fox-holes of Africa and Salerno.

However, when he comes back to find that he has been bilked of his bankroll by Faye Emerson, the girl he left behind, he reverts to type, and there's a lot more regeneration to be accomplished by Geraldine Fitzgerald.

Along Independent Row, PRC studios are credited with a big-time click in "When the Lights Go On Again," which stars James Lydon, Regis Toomey and newcomer Barbara Beldon.

This is the simple, moving drama of the typical small-town G.I., a dogface sent back to Middleton with "battle fatigue" to face the girl, the family and the friends he left behind.

Just finished filming at Paramount is "I Love a Soldier," with Sonny Tufts in the characterization of a cynical leatherneck who brings his dead buddy's effects home to Paulette Goddard, the latter's personal pin-up girl.

Also, already released from the same company is "Hail, the Conquering Hero," in which Eddie Bracken and Ella Raines delineate the lighter phase of the returning regiments.

Bracken signs up with the marines after a rousing send-off in his home town, but after a month is discharged as an incurable asthmatic. Ashamed to go back, he falls in with a company of Guadalcanal vets who

learn his plight and force the role of hero upon him.

"The Thrill of a Romance," featuring Van Johnson and Esther Williams, provides Metro-Goldwyn-Mayer with the absorbing background of the Army's ambitious recuperation centres.

Johnson, seen as flying ace of the Pacific with shattered nerves, is sent back home to recuperate at Arrowhead Lake. There the medics show their modern-age miracles—and Esther Williams helps out a little, too.

Also designed strictly for laughs is "Anchors Aweigh" with Frank Sinatra and Gene Kelly as a couple of gobs back from battle and seeing the sights in Hollywood.

And a third at M-G-M is "Music for Millions," with June Allison, Jose Iturbi and Jimmy



Mat 103—Still DC 37-15c  
Dane Clark

Durante reenacting some of the vicissitudes of carrying on under rationing, war-time taxes, and particularly the home-front man-shortage.

One of the most vividly dramatic productions in the present series of here-they-come-home-again pictures is that of the Republic studios, "My Buddy," now ready for release with the endorsement of the American Legion.

The film traces back to World War I and stars Don Barry.

Once again Hollywood is proving itself hep. It went all out at the start to help shape and solidify the American will to win. It sent its pictures and its people to the front to maintain the morale of the fighting man. And it's going to do its part in getting him his break when he gets back.



Mat 206—Still VT 79-30c

Sister is pitted against sister in this dramatic scene from Warner Bros.' thrilling romance, "The Very Thought Of You," now at the Strand. Eleanor Parker, shown above with Andrea King, is co-starred with Dennis Morgan and Dane Clark.



## New Film Prepares Youngster For Career

Georgia Lee Settle is a hazel-eyed sprite who has reddish brown hair, an urchin face and stands five feet two and one-half inches when she is standing still. She was born in Cincinnati, Ohio, nineteen years ago. At the age of fifteen, Georgia's family brought her to Hollywood so she could become a screen star.

Georgia will probably get to be a screen star some day for she is the quintessence of normality. She lives with her folks in a Hollywood home about a mile from Warner Brothers. Her father, George M. Settle, used to be one half of a vaudeville team with his wife, Virginia, on the Keith Circuit in the old days. Today Mr. Settle is a manager at the Palladium dance hall in Hollywood, and the blonde Mrs. Settle looks after Georgia and Georgia's younger brother, Richard.



Mat 105—Still VT 509-15c  
Eleanor Parker

An interview was conducted recently with Georgia at the Settle home. You get there by turning off the main highway where the traffic is thick, to a dirt and gravel side-road. There are many houses there, all of them alike, like shoeboxes. There was an old jalopy parked in front.

In the living room, which had a colored print in a gold frame on the wall, a radio, and copies of "Gone With The Wind" and "The Green Light," Georgia, neatly dressed in a tan suit and still wearing studio makeup, was seated on the divan. Her mother was seated next to her and Richard was lounging in a corner. Mr. Settle, in a formal suit, sat in on the inter-

view for a few minutes before going to work at the Palladium. It was all a little formal, maybe because it was the first time that Georgia was being interviewed.

It was easy to see that Georgia was the main interest in the life of the Settles. It has been that way since Georgia was three and made her stage debut in Cincinnati. She was seated in a theatre box with her parents when Belle Baker came on stage and noticed the pretty little girl in the audience.

Half in jest, Miss Baker invited her to come out on the stage. Georgia obliged. She sang a song in a squeaky voice and tapped with one foot and stopped the show cold. She has been entertaining ever since then, on the stage, in vaudeville, in stock and on the radio. But she always wanted to be in pictures and today she devotes all of her time to the movies. She is at present in an important featured role in Warners' "The Very Thought Of You" at the Strand. She has also appeared in "Thank Your Lucky Stars," and in "Janie," and she will soon be seen in "Rhapsody in Blue," in which she sings a Gershwin song.

Georgia works at her job. She is usually up by 6 A.M. when she is working at the studio. Her mother or her father or her brother frequently come in to have lunch with her there in the commissary. When Georgia isn't studying her lines or attending studio dramatic classes, she spends her time taking publicity pictures.

Georgia loves motion pictures, although she comes from a stage family.

"Only two or three thousand people can see you in a theatre," she points out, "but so many millions see you in a picture. The camera always represents millions of people to me and I always feel that I am performing before a tremendous audience when I act on the set."

Aside from movies, Georgia likes outdoor sports like swimming, badminton and tennis. She used to bat a ball with her brother on the street outside her home, but now she is getting a little too old for that. Most of her schooling took the form of tutoring, since she was usually on the move in show business.

She has two pet gold fish, Ike and Mike, and had a dog, but he died, and she is now getting another one.

## WARNER FILM COMING TO STRAND FRIDAY

(Advance Reader)

Think you've got family trouble? Wait till you see what Dennis Morgan is up against in the new Warners' comedy hit, "The Very Thought Of You," opening Friday at the Strand Theatre.

Morgan plays a soldier, back home from the Aleutians on brief furlough before shipping out again. In Pasadena, he meets Eleanor Parker and is brought home for dinner. Opposition in the form of a tense, over-emotional, war-strained family motivates the story.

Also starred, besides Miss Parker and Morgan, is Dane Clark. Faye Emerson, Henry Travers, and Beulah Bondi head a brilliant supporting cast. Delmer Daves, who directed "Destination Tokyo," worked on this film as story-collaborator and director. Franz Waxman wrote the musical score underlining the screen play.

## FILM MOTHER POSES FOR PIN-UP PICTURES

The still photographer for Warners' production of "The Very Thought of You," new romantic comedy hit coming Friday to the Strand, is a young fellow named Mickey Marigold with a dry sense of humor, who always pulls his gags with a complete "dead pan."

He always looks very much in earnest. He had never previously met Beulah Bondi when he went to her dressing room recently on the set, introduced himself, and said, "We always make a pin-up sitting of our glamor gals, and we'd like to do one for you tomorrow."

There was a momentary flash of surprise, if not sheer shock, in Miss Bondi's eyes. Then she smiled sweetly, and said, no, she did not think she could consent to pose.

"You see," she explained, "I do not think I am exactly the type."

She went on to tell Mickey that for the past several decades she never played anything but lovable mothers or miserable old wretches, even from the time she started her profession in the old, old days of the Stuart Walker stock company in Cincinnati when he first presented Booth Tarkington's "Seventeen."

"The evil of 'typing' a player occurred even as far back as that," said Miss Bondi, who supports Dennis Morgan, Eleanor Parker and Dane Clark in "The Very Thought of You."

"I was a girl in my 'teens then, but Mr. Walker saw me in a little theatre production playing a gray-haired grandmother, and perhaps I was too convincing in the part. At any rate, he kept me in my dotage for several seasons, and they continued to give me those parts on Broadway and later when I came to Hollywood.

"Now, of course, it's very satisfying to me to play these roles, and not the least reason is that I don't have the makeup problems any more. I used to resent it that they wouldn't let me be a glamor girl, but I'm afraid the competition is a little too keen these days.

"However, even though I must refuse you," Miss Bondi smiled at Mickey, "I am very flattered by your invitation to become a pin-up girl."

## Hollywood Tells How It's Done With Faye Emerson



Mat 203—Still VT 21-30c

Keeping the wolf from the door keeps Faye Emerson plenty busy in Warners' gay new romance, "The Very Thought Of You," coming to the Strand Friday. The wolf is newcomer Dane Clark. Co-starred with him are Dennis Morgan and Eleanor Parker.

"This is the girl—let's shoot the works—let's make her a star."

That's what does it. That's the magic password of every young hopeful in Hollywood.

But it's no hocus-pocus of Aladdin and his lamp. For when a studio says, "let's shoot the works" a hundred different wheels start spinning—and they spin in uncounted revolutions for the little girl who wants to be the big star.

Faye Emerson, currently to be seen in one of the featured roles in Warners' "The Very Thought of You," now at the Strand, found that out.

Several months ago, Warners' executives decided Miss Emerson was ready to emerge. She had given a sound account of herself in several small parts, then had displayed first-rate competence in the widely contrasting assignments of the native girl in "The Desert Song" and the brittle woman-of-the-world in "Between Two Worlds."

The word came down from Jack L. Warner, top man at W. B., "Let's shoot the works."

First Faye sat at a round-table talk with Steve Trilling, Warners' executive assistant; Phil Friedman, the casting director; Jerry Wald, producer; Ernest Haller, cameraman; Perc Westmore, head of makeup, and Sophie Rosenstein, in charge of talent training.

They discussed the sort of roles she should play, the clothes she should wear, the way her hair should be done up—and even her private life.

Faye immediately began advanced dramatic grooming under Miss Rosenstein, tango and samba lessons under dancing coach Buddy Mason and—yes—boxing.

She was placed under the firm hand of Muchy Callahan, former welterweight champion of the world, to learn the art and science of leather-pushing for a very good reason—the sport teaches speed, grace and coordination.

In his makeup studies, Westmore had a plaster cast made of Miss Emerson's face, started determining a series of makeup charts for black-and-white and color makeup for both motion picture and still cameras, as well as for the player's street cosmetics, and had the hairdressers begin plotting her hair-do's.

Most important of all, to be sure, was the selection of roles. At the round table meeting they

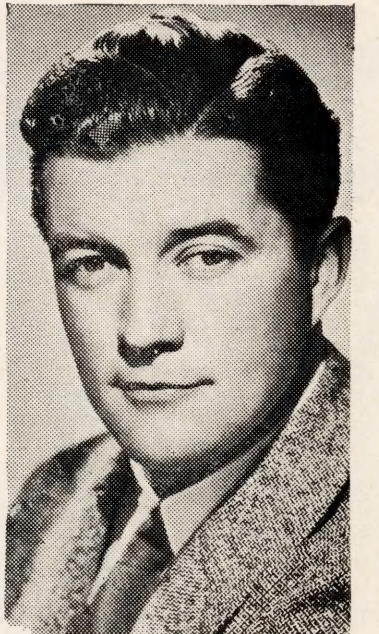
analyzed Faye this way: "A little light, sort of gay, lots of s.a."

There was a part in a new script just like that. It was the second feminine lead with Eleanor Parker, Dennis Morgan and Dane Clark in "The Very Thought of You." She was handed the job.

All in all, it kept her quite busy. Her days on call for "The Very Thought of You" had her bumping along to the studio at six in the morning to finish with the wardrobe and makeup departments in order to be on the set by nine. She wasn't back in her apartment until eight or later, for a nine-thirty lights out.

Her training schedule while not on call runs something like this for a typical day.

- 9:00 a.m.—Boxing lessons.
- 10:00 a.m.—Rhumba tuition.
- 11:00 a.m.—Fittings with Milo Anderson, head studio fashion designer.
- 12:00 m.—Luncheon in studio Green Room with newspaper interviewer.
- 1:00 p.m.—Makeup department hair and makeup for glamor portrait still sitting.
- 2:00 p.m.—Photo sitting with Henry Waxman.
- 5:00 p.m.—Conference with casting director.
- 6:00 p.m.—Dinner at home.
- 8:30 p.m.—Personal appearance at Naval Aid Auxiliary benefit—or dancing at Hollywood Canteen.
- 11:30 p.m.—Lights out.



Mat 108—Still DM 175-15c  
Dennis Morgan



Mat 205—Still VT 10-30c

Newcomer Dane Clark seems to be an old hand at holding his audience's attention in Warner Bros.' romantic hit, "The Very Thought of You" which opens Friday at the Strand. Co-starred with him are Dennis Morgan and lovely Eleanor Parker.



# Have You Seen these A

LIFE • AMERICAN WEEKLY • COLLIER'S • LOOK • TIME • FORTUNE • REDBOOK MAGAZINE • LIBERTY • COSMOPOLITAN  
 PARENTS MAGAZINE • NEWSWEEK • CLICK • AMERICAN MAGAZINE • HARPERS • AMERICAN LEGION MAGAZINE • FOREIGN SERVICE

...and now WARNER BROS. present  
 Your Own Army in the Army's Own Show!

## IRVING BERLIN'S This is the Army

IN TECHNICOLOR

STARRING MEN OF THE ARMED FORCES  
 GEO. MURPHY • JOAN LESLIE  
 GEORGE ROY • RONALD REAGAN  
 GEO. TOBIAS • CHAL. BUTTERWORTH  
 and KATE SMITH

Produced by JACK L. WARNER  
 Directed by MICHAEL CURTIZ


If you saw 'Yankee Doodle Dandy', 'Casablanca' and 'Air Force'... 'Mission to Moscow' and 'Action in the North Atlantic'... 'The Constant Nymph' and 'Watch on the Rhine'... then you won't be surprised at the spirit of THIS IS THE ARMY!

For this same spirit has distinguished Warner Bros. pictures since the world began to split at the seams. It's the spirit that sends folks home with a little bit of Broadway in their pockets and a little bit of Broadway in their hearts.

This spirit isn't accidental (any more than the fact that all profits from the production and distribution of THIS IS THE ARMY are going to Army Emergency Relief is accidental). It stems directly from Warner Bros.' wartime policy.

And so, when the New York Times referred to THIS IS THE ARMY as 'the best show of a generation', and went on to speak of Warner Bros.' 'enviable record for combining good citizenship with good picture-making', all of us at Warner Bros. realized to make that record ever more enviable in days—and pictures—to come!

### WORKING GIRL



NAME - Bette Davis  
 OCCUPATION - Actress  
 EMPLOYER - Warner Bros.

NATURE OF DUTIES - Helping employer to maintain "an enviable record for combining good picture-making with good citizenship."

REMARKS - We've been proud of Bette Davis, of her magnificent artistry and enormous talent, ever since she came to work with us. (And no matter how easy it looks on the screen, the word is "work"—with a very large "W!")

But we've never been so proud of Bette as since completion of our new picture, MR. SKEFFINGTON.

MR. SKEFFINGTON is the story of a very rich man and a very beautiful woman, and of their life together. A love story? We think that even after seeing it, you won't be sure!

But you will be sure that MR. SKEFFINGTON is a picture to rank among the finest ever made... and that Bette Davis has no peer among screen artists.

You'll be sure, too, that the company which produced MR. SKEFFINGTON intends to keep that "enviable record" enviable!

*The New York Times*

**BETTE DAVIS** GREAT AS ONLY SHE CAN BE, IN "MR. SKEFFINGTON"

Produced by JULIUS J. & PHILIP G. EPSTEIN • Screen Play by JULIA A. & PAUL D. BROWN • From Story by VINCENT SHERMAN

WARNER BROS. are sending prints of this picture gratis to our troops overseas.  
 JACK L. WARNER  
 Executive Producer



Other Current Warner Bros. Productions  
 THE ADVENTURES OF MARK TWAIN • MR. SKEFFINGTON • MASK OF HISTRION •

## Casablanca

It's more than a town in Africa....

AND MORE THAN A WARNER BROS. PICTURE.

Long before the recent invasion, the powder-keg that was Casablanca had a story restless for screen telling. In any day this would be grand entertainment for its sheer excitement alone.

But in these times, with our entire picture-making effort keyed to morale building of the war-time policy of our company.

Our 'Yankee Doodle Dandy' is putting song and spirit into America's heart. And with 'Air Force' telling of a fighting America in action, we of Warner Bros. are happy to offer these productions as symbols of the American way of life to those who battle here and abroad for the good way of life.

JACK L. WARNER  
 Executive Producer

Produced by MICHAEL CURTIZ

"We just saw something wonderful!"

### MISSION TO MOSCOW

Now Playing Nationally

HUMPHREY BOGART • INGRID BERGMAN • PAUL HENREID  
 CLAUDE RAINS • CONRAD VEidt • SYDNEY GREENSTREET • PETER LOHRE

Produced by JACK L. WARNER  
 Directed by MICHAEL CURTIZ

YOU START WITH Bette!

Any time you start to make a motion picture starring Bette Davis, you're bound to end up with something extra-special. Bette's that kind of actress.

But in order to make a picture like Bette's latest, 'WATCH ON THE RHINE', you'd have to have something in addition!

It's something that distinguished 'Casablanca', 'Air Atlantic', 'Mission to Moscow', 'Action in the North' and those other great Warner Bros. pictures.

It's a certain spirit... the spirit that sends folks home but also ready to roll their sleeves a little bit higher and pitch in a little bit harder on the home front. Yes, 'WATCH ON THE RHINE' is Bette Davis at her splendid best... entertainment on a memorable when, on the stage, it won the New York Critics Award as 'the year's best'.

And as you will see, it is also much more than entertainment!

**Bette Davis**  
 PAUL LUKAS  
 LILLIAN HELLMAN'S  
 EXECUTIVE PRODUCERS

### WATCH ON THE RHINE

GERALDINE FITZGERALD  
 VERA-ALVA  
 GEORGE ROY  
 GEORGE TOBIAS  
 GEORGE MURPHY  
 GEORGE ROY  
 GEORGE TOBIAS  
 GEORGE MURPHY

Produced by JACK L. WARNER  
 Directed by MICHAEL CURTIZ

JACK L. WARNER, Executive Producer

WARNER BROS.  
 The enviable record for combining good citizenship with good picture-making.

### How Crazy ARE CRITICS?

Probably every motion picture critic in America has been called crazy—or worse—during his career. That's natural. In a field where one man's orchid is so often another man's onion.

Personally, we at Warner Bros. do not critic, and proclaim their soundness of judgment. Why shouldn't we? Consider:

Four Warner Bros. pictures were among "The Ten Best" of 1943 selected by 439 leading newspaper and magazine critics in a nation-wide poll. (No other company had more than two.)

Warner Bros.' "Watch On The Rhine" was voted The Best Picture Of 1943 by the Motion Picture Critics of New York—who also voted our Ida Lupino The Best Actress, and Paul Lukas (for his performance in a Warner Bros. picture) The Best Actor.

And recently, The New York Times, in reviewing a WB picture, referred to this company's "enviable record for combining good citizenship with good picture-making."

We think these and other tributes from critics reflect strongly on the rightness of a long-standing Warner Bros. policy: to make pictures that will help to further those freedoms which are basic to democracy.

And whatever the verdict on critics, they seem to see eye to eye with you, the American public. For you have, by your enthusiastic acclaim for our product, proved your agreement with that policy!

You'll prove it again when you see

**IDA LUPINO and PAUL HENREID**  
 IN "WATCH ON THE RHINE"

For here you'll find not only a wondrous love story, brilliantly and tenderly told, but also the story of a man and a woman who learned that ecstasy alone is not enough for those who seek happiness.

It is, we feel, one of the most important Warner Bros. pictures ever made. Be sure to see it.

**WARNER BROS. PICTURES**  
 INCORPORATED  
 JACK L. WARNER, Executive Producer

PASSAGE TO MARSEILLE • DESTINATION TOKYO • THE DESERT SONG • WATCH ON THE RHINE • THIS IS THE ARMY • PRINCESS O'DRINKIE • OLD ACQUAINTANCE

It is in this way that... the American



# ads?

## Full Page Ads Appearing Regularly in Leading National Magazines!

E MAGAZINE

### Just in Case

you've wondered why so many people are going around with large, happy smiles and their hearts going bumpety-BUMP!

They've just seen JANIE! And as a Warner Bros. picture, she's even more heart-warming and more hilarious than the play that ran two solid years on Broadway!

JANIE is the teen-age daughter of an American family, who sets her father, her mother and the United States Army on their ears. (And as the picture closes, she's about to go to work on the Marines.)

When you've met her, you'll leave the theater with a great big smile on your lips—a smile that's going to come back every time you think of JANIE, for a long, long time to come!

We've made a lot of pictures, here at Warner Bros., that reflected America's greatness.

But JANIE, as much as "Destination Tokyo" or "The Adventures of Mark Twain", is a rousing cheer for the things that make America American... and another example of how to combine "good picture-making with good citizenship."

**WARNER BROS.**  
JACK L. WARNER, EXECUTIVE PRODUCER

# Janie

...in the clean, in the eye of every G.I.

...between TWO WHEELS - PASSAGE TO MADAGASCAR - DESTINATION TOKYO - WATCH ON THE RHINE

### TWO ON THE AISLE (INVASION STYLE)

WORLD PREMIERES of Warner Bros. pictures used to be very hoop-la affairs. Some still are—but since the war began, several of our most important pictures have been "world-premiered" to audiences of battle-weary fighting men, within gunshot of enemy outposts.

For example, our gusset-busting comedy of manners and murders, ARSENIC AND OLD LACE, was turned over to the Army for overseas showing many months before its release to civilian theatres!

In all, more than 2500 special prints of current Warner Bros. feature pictures have been delivered to the armed forces since January, 1942—completely free of charge—as one part of Warner Bros.' contribution to the morale of our overseas fighters.



We think you'll laugh as loudly at ARSENIC AND OLD LACE as the G. I. audiences that first saw it. For in this mirthfully mad and mayhem-ridden picture, there is the same surpassing mastery that has made "WB" a token of the best in motion pictures.

ARSenic AND OLD LACE, from the four-year-running stage sensation, is in the Warner Bros. tradition of superb entertainment... that same tradition which seeks always to combine "good picture-making with good citizenship."

*\*The New York Times*

**WARNER BROS.**  
JACK L. WARNER, Executive Producer

Other Current Warner Bros. Productions: THE ADVENTURES OF MARK TWAIN - MR. SKEFFINGTON - MASK OF DIMITRIOS - CASABLANCA - JANIE - THE CONSPIRATORS - DOUGHGIRLS - DESTINATION TOKYO

## CARY GRANT in Frank Capra's ARSenic and OLD LACE

RAYMOND MASSEY • JACK CARSON  
PETER LORRE • Directed by FRANK CAPRA  
PRISCILLA LANE • EDWARD EVERETT HORTON  
JAMES GLEASON • JOSEPHINE HULL • JEAN ADAIR • JOHN ALEXANDER • From the Stage  
Play by JOSEPH KESSELRING • Produced by Howard Lindsay and Russel Crouse  
Screen play by Julius J. and Philip G. Epstein • Music by Max Steiner

### Princess O'Rourke

"Was ist das monkey-business?"

BETTER skip it, Wozza. Frankly, PRINCESS O'ROURKE isn't your cup of tea... and if you ever had one, a dictatorship has killed it.

PRINCESS O'ROURKE is a comedy. It's the kind of delightful story that makes us as proud as we are of "Casablanca". "Air Force", "Mission to Moscow", "Action in the North Atlantic", "This is the Army", "Watch on the Rhine", "The Constant Nymph" and "Thank Your Lucky Stars".

Because, in keeping with Warner Bros. wartime policy, it's more than splendid entertainment. For while PRINCESS O'ROURKE keeps you shouting between smiles and chuckles and laughter, it also reminds you that "Americans" is another word for "freedom".

PRINCESS O'ROURKE is grand and gay, happy-go-lauging and lovable. It's the one at your local theater—and you'll miss it at your own risk!

**WARNER BROS.**  
JACK L. WARNER, Executive Producer

...and ROBERT CLAWSON-JACK CARSON-PRINCESS O'ROURKE... CHARLES CORRY-JANE WYMAN... and a host of other Warner Bros. stars and talents in brilliant scenes

the public is being told of the Warner American way of motion picture making.



THE *Very* THING FOR  
**EXPLOITATION**  
 FOR "The Very Thought of You"



**Your Stunt-Of-The-Week:  
 WIN A FURLOUGH DATE**

In "The Very Thought Of You," when Dennis Morgan returns from eighteen months overseas he runs into Eleanor Parker, a girl he hasn't seen in years, and an otherwise ordinary furlough is turned into a glorious holiday as they fall in love. The incident, important in the film, can form the basis of a good human interest stunt and offers excellent material for local press features. Here's the idea:

*Canvas local families a week or two prior to your opening to determine which local servicemen will be home on furlough for the week of your playdate. Choose one or two (or more, if feasible) of these boys as winners of a special Furlough Date which will include a date with a girl, free transportation, dinner, the theatre and late-dancing. You might choose one soldier, one sailor and one marine for best all-round appeal.*

*At the same time, plaster your town with an announcement stating that the girl (or girls) selling the most War Bonds on or before a specified date (in advance of your opening) will win a date with the soldier, sailor or marine on furlough.*

*Set the Furlough Date for the night of your opening. Arrange*

*co-op tie-up with local restaurateur, night club and taxi or other local transportation service.*

*Announce the winners, both girls and servicemen, in your local press a day before opening. Publish the schedule of plans for the Dates.*

*On opening night, arrange for newspaper and radio coverage as well as photographers to accompany the Dates, hold on-the-spot interviews, etc. The "theatre" as scheduled will be, of course, your opening of "The Very Thought Of You."*

*Be sure to mention your playdate in all advance and current stories.*

**5-Column Newspaper Feature Available**

*This Week's*  
**SCREEN STORY**

**MOVIE-OF-THE-WEEK: "The Very Thought of You"** starring DENNIS MORGAN, ELEANOR PARKER, DANE CLARK

*The timely problems facing a young couple in love in a war torn world and their ceaseless struggle to survive, despite the heartbreaking odds against them, are graphically described in Warner Bros.' poignant love story, "The Very Thought Of You," currently playing at the ..... Theatre. Starring Dennis Morgan and Eleanor Parker as the youngsters, the film depicts the hazards—and the rewards — inherent in a wartime marriage, typical of the many kiss-and-run-to-war ceremonies being performed daily ever since young America climbed into uniform.*



*When Janet (Eleanor Parker) tells her parents she will marry the young soldier she met only recently, her mother (Beulah Bondi), infuriated, strikes her ... but Dad (Henry Travers) intervenes.*



*Called away on his wedding night, Dave (Dennis Morgan) arranges a second honeymoon with Janet. Unable to find housing facilities, they camp out. G.I. buddy "Fix-it" (Dane Clark) helps them get set.*



*Dave, wounded, returns home and greets his new son for the first time. Janet, aided by Dad and a younger sister, has finally softened Mother's heart. The family prepares a real homecoming for him.*

This interesting 5-column newspaper feature for movie pages, special feature sections, etc., is fast becoming a "must" as a regular service for newspaper readers. Available all on one mat.

ORDER "Very Thought Of You" Movie-of-the-Week Mat No. 501-B, 75c, from Warner Bros.' Campaign Plan Editor, 321 W. 44 St., New York 18, N.Y.



# FOUR SWELL TEASERS USHER IN HUMAN INTEREST CAMPAIGN

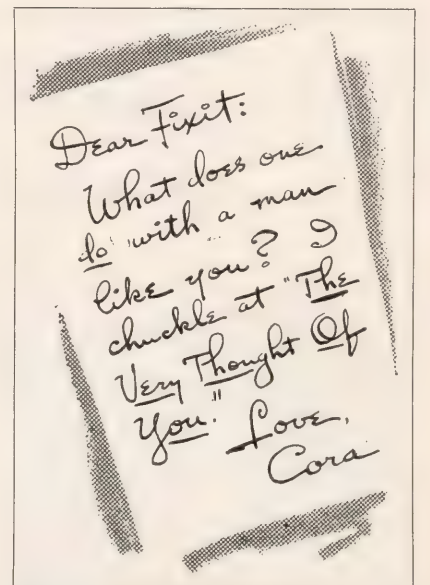
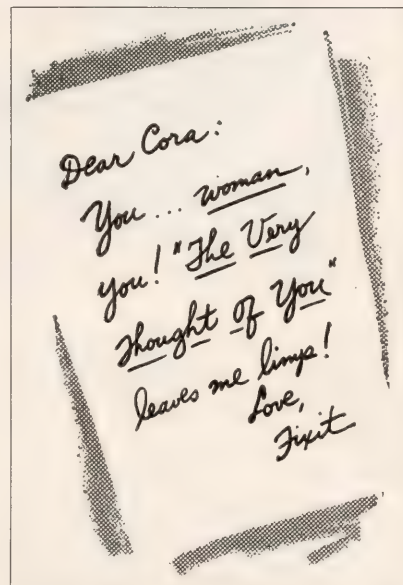
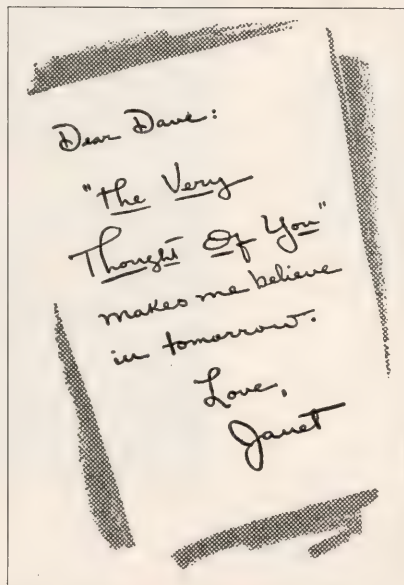
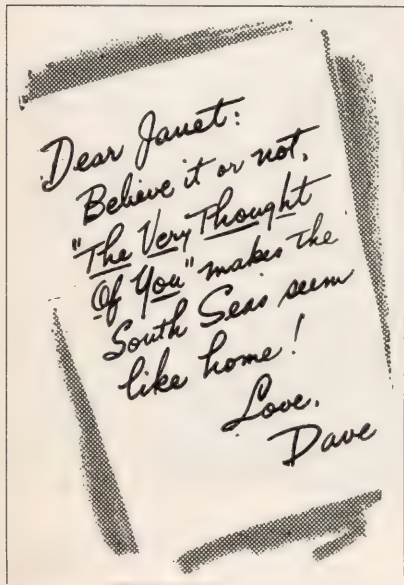
These four teasers, arresting and different, should be used in all three of the following ways, for most effective results:

1) **NEWSPAPERS:** One each day, in advance of your regular display ads, or all four run-of-paper same day as your opening day ad. If used in latter way, tag each teaser with a special line directing reader to your big display ad.

2) **ACCORDION-FOLD THROWAWAY:** Print all four

together for throwaway to be distributed by direct mail, in local restaurants, lobby, etc.

3) **DISPLAYS:** Blow up and use individually as tack cards for lobby or counter cards for local department stores, specialty shops, etc.



Available all on one mat. ORDER "Very Thought Of You" Teaser Mat No. 301-B, 45c, from Warner Bros.' Campaign Plan Editor, 321 W. 44 St., New York 18, New York.

## More Newspaper Ideas...

### INTERESTING COLLECTIONS

Here's a title-selling idea that'll hit home with every family in your community. Many of your local boys, long overseas, have had countless write-ups in the press, recounting their exploits. Families have become individual clipping-bureaus, many keeping special scrapbooks, collections of clippings, souvenirs sent them from overseas, etc. Run a one-day contest in your local press announcing prizes (War Bonds and guest seats) for the most interesting scrapbook, collection, etc., submitted on behalf of local heroes. Key your newspaper story to this line:

"He's been away a long time but you never forget him for a minute, do you? What special thing do you do that tells him:

**'THE VERY THOUGHT OF YOU'**  
is always with me!"

Winning scrapbooks and collections can be retained for lobby display during your playdate.

### INQUIRING REPORTER

Arrange for a roving reporter or photographer to stop men in uniform and put the following question to them: "In 'The Very Thought Of You,' Dennis Morgan and Dane Clark return home after eighteen months in the Aleutians, during which time they never see a woman. They think all women are beautiful. Are they?"

Contact your local newspaper to arrange for publication of their answers, as a regular Inquiring Reporter layout or a general feature. The story should have wide appeal.

## Popular Cartoon Feature Scores These Many Ways

An old favorite, this 2-column cartoon feature has various uses, among them: as regular newspaper feature; blown-up, as lobby attraction in black and white or colored in for special effect; printed as color-in throwaways for children; and as basis for color-in newspaper contest designed for kids' participation, with guest seats to your playdate for winners.

Available as mat. Order "Very Thought Of You" Cartoon Mat No. 201-B, 30c, from Warner Bros.' Campaign Plan Editor, 321 W. 44 St., New York 18, N. Y.





# LONG TIME FAVORITE, HIT TITLE SONG SUGGESTS THESE MUSIC TIE-INS

Ray Noble's hit tune of a few seasons back, "The Very Thought Of You" is prominently revived in Warners' film by that name. As an aid in pre-selling your playdate, Warners have arranged for one of the most spectacular song-plugging campaigns in music history. Beginning months in advance of the film's general release date, countless name bands have been plugging the tune on the air, in theatres and in ballrooms the country over. Because of limited space, we reproduce here only a partial listing of those name bands that have been pushing the song in more recent weeks. Here they are:



Guy Lombardo  
Johnny Long  
Vaughan Monroe  
Jimmie Lytell  
Eddie Howard  
Ted Fio Rito  
Ray Noble

Harry Sosnick

Frankie Carle  
Cab Calloway  
Gene Krupa  
Johnny Warrington  
Bob Strong  
Abe Lyman  
Horace Heidt

Fred Waring

Phil Harris  
Sammy Kaye  
Vincent Lopez  
Louis Prima  
Bob Armstrong  
Shep Fields  
Mitchell Ayres

And there are dozens of others, too—past, present and to come! You can take advantage of this tremendous buildup by availing yourself of the special aids prepared to tie-in film and song! Here's what there is and here's what you can do to follow through on each:

## TITLE SHEET

M. Witmark & Sons, music publishers, have prepared a special title sheet featuring the Warner film with stills of Dennis Morgan and Eleanor Parker as illustrated above. These title sheets are made available free, in limited numbers, to the exhibitors. You can get yours by writing to:

Miss Hazel Meyer, Publicity Director  
Music Publishers Holding Corp.  
Room 512, RCA Building,  
1250 Sixth Ave., New York, New York

## AVAILABLE RECORDINGS

Because of the tremendous popularity of the song when originally introduced, there have been many excellent recordings made. Most of these are still available as the tune has enjoyed a long and continuous popularity. Here are the best of the recordings:

Columbia 36546—Ray Noble Orch.	Victor PO 91—Joe Reichman Orch.
Vocalian 4457—Billy Halliday—voc.	Victor 36194—Ray Noble Orch.
Decca 3110—Carmen Cavellero	Victor 27659—Joe Reichman Orch.
Decca 3901—Mills Bros.—voc.	Decca 179—Bing Crosby
Victor 24657—Ray Noble Orch.	Decca 23359—Kitty Carlisle

Bluebird 10962—Benny Carter Orch.

### What To Do:

Get your title sheets and arrange, locally, for cooperative displays in music stores, department stores, etc., displaying actual scene stills from the picture along with the sheet music. Be sure to credit your playdate.

### What To Do:

Order your recording from your local music dealer and rig up a record player for your lobby. Start plugging the tune in your lobby in advance of your playdate as soon as you set up your advance display.

## WHAT YOU CAN DO GENERALLY

Climb on the bandwagon and make your local "Very Thought Of You" campaign the biggest song-and-film plugging promotion you've ever worked on. Contact all local orchestras, radio music directors, local juke-box owners, for additional local plugs. Don't forget to arrange for mention of your playdate wherever and whenever the song is played.



# More 'Very Thought Of You' Tie-Ups

## Sponsor War Workers' Matinee

Because it concerns two girl war workers (Eleanor Parker and Faye Emerson) who are in love with two servicemen (Dennis Morgan and Dane Clark), "The Very Thought Of You" will have a special appeal for many girls now working in war plants to hasten their husbands' homecomings. Publicize your playdate in advance throughout local war plants and arrange for a special "War Workers' Matinee"—to be held at 1 A.M. for those workers who might otherwise miss your regularly scheduled shows. If you can arrange such a matinee as a preview, war workers' comments will make interesting material for newspapers and lobby display.

## Invite A Soldier Home To Dinner



One of the most touching scenes in "The Very Thought Of You" occurs when Eleanor Parker invites serviceman Dennis Morgan home for Thanksgiving dinner. There are many boys in your community who would love a home-cooked meal—and there are many families who would like to invite soldiers home if they knew how to go about it. Tell them how—by means of posters, displays, and newspaper space in your local press. The still illustrated here can be used for your playdate tie-up. Contact your local U.S.O. and other servicemen's agencies for lists of soldiers who would like a family dinner. As a special inducement, you might offer guest seats to those families who bring their soldier guests to your theatre after dinner on a specified night. Arrange for newspaper and photo coverage. Order Still VT No. 60X, 10c, from Warner Bros.' Campaign Plan Editor, 321 W. 44 St., New York 18, N.Y.

## TITLE LENDS ITSELF TO CO-OP CAMPAIGN

Reproduced here are six stills, available at 10c each, direct from Warner Bros.' Campaign Plan Editor, which can serve as the basis for some excellent co-op tie-ups. Suggested uses and tag lines are as follows for each still:



Still VT 533, 10c

### ← FOR PHOTOGRAPHERS

"The Very Thought Of You" is not enough when he's overseas. Send him your picture, too. And be sure to see "The Very Thought Of You," at the Strand.

### → FOR HOTELS

It's The Very Thought Of so many men on furlough that makes us ask civilians to limit their stay to ( ) days. But while you're here be sure to see "The Very Thought Of You" at the Strand.



Still VT 38, 10c

### ← FOR SPORTING GOODS

The Very Thought Of Summertime coming prompts us to invite you to see our full line of camping equipment. Then see how to use it in "The Very Thought Of You" at the Strand.



Still VT 37, 10c

### → FOR FLORIST

Doesn't The Very Thought Of her make you think of flowers? Why not bring her some tonight! Then go to see "The Very Thought Of You" at the Strand.



Still VT 61, 10c

### ← FOR RAILROADS

The Very Thought Of a furlough at home isn't enough. They have to get there, too! Stay home if your trip's not necessary. You can go to see "The Very Thought Of You" at the Strand, instead.



Still VT 24, 10c

### → SERVICEMEN'S MORALE

"The Very Thought Of You" writing daily is what keeps him going. Don't stop till you see "The Very Thought Of You" at the Strand. Then you WON'T stop.



Still VT 555, 10c



# Two Interesting Newspaper Features

## I. FOR THE WOMENS' PAGES . . .

Use one or both of these decidedly different features in your local press for advance interest in your playdate. Illustrated (right) is a 3-column feature slanted at the feminine readers on a subject always of interest to them. Illustrated (bottom of page) is a 5-column human interest type of feature suitable for special Sunday supplements, or regular feature pages of newspapers.

Both features are available in mat form, with stills and copy included in mats.

### BRUSH UP ON YOUR HAIR-DO



Gone are the days of undisciplined hair-styling with loose-hanging strands flying into disorder at every small breeze, or clinging limply to the half-hidden cheek. The new look, illustrated here in two distinctively different styles by Eleanor Parker and Faye Emerson, is definitely on the upgrade—with accent on the up.

Suitable for daytime and evening wear alike, the two hair-dos illustrated are easy to manage and lend neatness to that most popular of coiffures—the in-between length.



Currently starring in Warners' heartwarming love story, "The Very Thought Of You," lovely young Eleanor Parker revives the old-fashioned bang, this time combed into two rows of soft curls. The hair is brushed high at the sides, then caught at the back and allowed to fall in a cascade of softly rolled curls.

Faye Emerson, who plays a top role in Warners' new romantic hit, "The Very Thought Of You," models a variation of the popular upsweep. The hair is parted down the back in the center, the sides are curled and brought into soft rolls, held in place with small combs behind the ear. The front pompadour is softly waved.

← Available all on one mat. ORDER "VT Fashion Mat" No. 302-B, 45c, from Warner Bros.' Campaign Plan Editor, 321 W. 44 St., New York 18, N. Y.

## 2. FOR SPECIAL FEATURE SECTIONS . . .

# Love Story for Today

(Courtesy, Army V-Mail)



"THAT'S HOW WE MET, TOO!" The day's work over, Janet (Eleanor Parker) rides home on the bus with friend Cora (Faye Emerson) and runs into Dave (Dennis Morgan) and his G.I. buddy, "Fixit" (Dane Clark). Janet and Dave haven't seen each other for two years, so it's only natural for him to offer to walk home with her from the bus stop.



"HE DIDN'T KNOW A SOUL IN TOWN." Of course not. They never do. And a soldier's never more homesick than around holiday-time. So Janet brings Dave home for Thanksgiving dinner. Mother and Father (Beulah Bondi and Henry Travers) and assorted sisters and brothers try to make him feel at home but end up, as usual, by making him acutely uneasy.

MAYBE it's happened to you, much as it's happened to millions of other youngsters since that bleak afternoon in December back in 1941. It's the new kind of falling-in-love, the new telescoping of life into a few short hours, miraculously saved for you out of the more pressing demands and exigencies of the war. There's usually a hurried marriage ceremony, a breathless farewell, and then that most curious kind of honeymoon—the endless interchange of V-mail letters.

In industry they call it the "speed-up" system. In love, it's become a sort of present-day miracle, a competition among the youngsters to win their "E's" for Enthusiasm unspoiled by the world in chaos around them. The subject is eloquently explored in Warners' latest romantic comedy, "The Very Thought Of You," which co-stars Dennis Morgan, Eleanor Parker and Dane Clark.

Some, perhaps all, of the things which happen to the youngsters in the film are happening every day around us, will be easily recognized by us all. But it is the ultimate expression of their faith—in love, and in the future—that emphasizes the real heroism of today's lovers—not only the brave boys in foxholes overseas, but the courageous girls who wait for their return.



"MOTHER WAS FURIOUS AT FIRST!" Like almost every other mother today, Janet's mother is horrified when her daughter talks of marriage. Argument proves useless. She tries force. "You hardly know the boy," she screams. "And he'll be leaving you again tomorrow!" She raises her hand to strike the stubborn girl but Father intercedes.



"ANYTHING FOR ME TODAY?" Janet marries Dave, despite Mother's protest and after a few short hours together, Dave returns to camp. You can get used to the separation but it's the not-hearing for long stretches of time that makes it unbearable at last. Janet's life is turned into one long moment of suspense, a constant wait for the Postman with his precious cargo.



"DO YOU WANT TO HOLD HIM—DADDY?" The self-conscious father confronts his son for the first time as Dave, wounded in action, comes home at last. He has survived active combat but his young wife has survived an equally enervating struggle, against a world that's tough going, at best, for the strongest of men. For this girl who, alone in wartime, keeps things going, raises a family and prepares for a happy peacetime future as well, there should be an equivalent of the Congressional Medal of Honor.

Available all on one mat. ORDER "VT General Feature Mat" No. 502-B, 75c, from Warner Bros.' Campaign Plan Editor, 321 W. 44 St., N.Y. 18, N.Y.



# 9" x 12" LITHO HERALD

**\$2.25**  
per M in lots  
more than 5M

**\$2.50**  
per M in lots  
less than 5M

**Reverse Side Free  
For Co-op Imprint**



8 COLORED 11 x 14's  
Rental: 35c per set



40" x 60"  
PHOTOCHROME DISPLAY



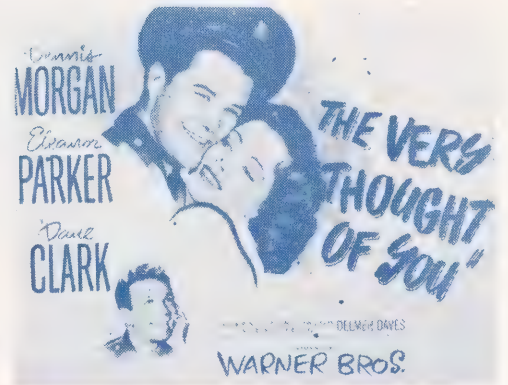
Rental: 75c



INSERT CARD  
Rental: 12c



2 COLORED 22 x 28's  
Rental: 20c each



## 2 WINDOW CARDS



SLIDE  
Price: 15c



MIDGET  
Price: 4c each



REGULAR  
Prices: 1 to 49—7c each  
50 to 99—6c each; 100  
and over—5½c each



Dennis  
**MORGAN**  
Eleanor  
**PARKER**  
Dane  
**CLARK**



"THE VERY  
THOUGHT  
OF YOU"

SCREENPLAY BY  
FAYE EMERSON · BEULAH BONDI · HENRY TRAVERS · DELMER DAVES  
WILLIAM PRINCE · ANDREA KING  
DIRECTED BY  
DELMER DAVES  
PRESENTED BY  
**WARNER BROS.**



24 SHEET



3 SHEET  
Rental: 24c

# POSTERS

## SPECIAL QUANTITY PRICES

FOR POSTING OR SNIPING

### 24-SHEETS

1 to 4	\$2.40 each
5 to 9	2.25 each
10 to 24	2.00 each
25 and over	1.75 each

### SIX-SHEETS

25 to 49	80c each
50 to 99	70c each
100 and over	60c each

### THREE-SHEETS

50 to 99	32c each
100 and over	28c each

### ONE-SHEETS

50 to 99	11c each
100 and over	9c each



1 SHEET  
Rental: 8c



6 SHEET  
Rental: 48c



# ADVERTISING SECTION

THE STORY OF A 72-HOUR PASS

...and  
the gals  
they made  
it  
at!!!



A couple of wolves  
in G.I. clothing  
in a WOO-WOO-WONDERFUL  
SHOW!

**DENNIS MORGAN**  
THAT BIG GUY IN HIS BIGGEST HIT!

**ELEANOR PARKER**  
A GAL YOU'RE GOING TO LOVE!

**DANE CLARK**  
SENSATION OF "DESTINATION TOKYO"!

MORE DOUGHBOY  
JOY FROM  
WARNERS

THE VERY THOUGHT

OF YOU  
WITH FAYE EMERSON



BEULAH BONDI • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING Directed by DELMER DAVES

Screen Play by Alvah Bessie and Delmer Daves • Original Story by Lionel Wiggam

★ THEATRE & DATE ★

★ BUY WAR BONDS AT THIS THEATRE! ★





WHEN THESE ROOKIES WHISTLED  
 THESE COOKIES  
 WHISTLED  
 RIGHT BACK!

The story of a couple of G.I. wolves—a 72 hour pass—and the gals they made it at.....



**DENNIS MORGAN**  
 QUITE A GUY IN A FIGHT OR A FROLIC!  
**ELEANOR PARKER**  
 QUITE A GAL ANYTIME, ANYWHERE!  
**DANE CLARK**  
 HE'LL TAKE A CHANCE ON ANYTHING—TWICE!

MORE DOUGHBOY  
 JOY FROM  
 WARNERS

THE VERY THOUGHT

OF YOU  
 with **FAYE EMERSON**



BEULAH BONDI • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING Directed by **DELMER DAVES**  
 Screen Play by Alvah Bessie and Delmer Daves • Original Story by Lionel Wiggam

**THEATRE & DATE**

**BUY WAR BONDS AT THIS THEATRE!**

Mat 402—4 columns x 13 inches (728 lines)—60c





THEY'RE OUT ON MANEUVERS-

OUT-  
MANEUVERING  
EVERY  
WOLF  
IN  
TOWN!

SEE EVERYTHING THAT  
HAPPENS ON A 72  
HOUR PASS- AND  
TO THE GALS THEY  
MADE IT AT !!



MORE DOUGHBOY  
JOY FROM  
WARNERS

**DENNIS MORGAN**

QUITE A GUY IN A FIGHT OR A FROLIC!

**ELEANOR PARKER**

QUITE A GAL ANYTIME, ANYWHERE!

**DANE CLARK**

★ HE'LL TAKE A CHANCE ON ANYTHING TWICE!

**FAYE EMERSON**

with BEULAH BONDI • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING Directed by DELMER DAVES  
Screen Play by Alvah Bessie and Delmer Daves • Original Story by Lionel Wiggam

**THE VERY  
THOUGHT  
OF YOU**



★ **THEATRE & DATE** ★

★ **BUY WAR BONDS  
AT THIS THEATRE!** ★

Mat 403—4 columns x 10 1/4 inches (568 lines)—60c



Ready.....



Aim.....



# Hug



Our Screen's really jumpin'!

'cause those rookies' hearts are thumpin'!



He LOVE! LOVE! LOVE! and a HIT! HIT! HIT!

so hurry! hurry! hurry!

**DENNIS MORGAN · ELEANOR PARKER · DANE CLARK**  
His biggest picture ever! A gal you love! "Destination Tokyo" find!

# The Very Thought of You

WARNER PICTURE

with FAYE EMERSON



BEULAH BONDI · HENRY TRAVERS · WILLIAM PRINCE · ANDREA KING Directed by DELMER DAVES  
Screen Play by Alvah Bessie and Delmer Daves • Original Story by Lionel Wiggam

★ THEATRE & DATE ★

★ BUY WAR BONDS AT THIS THEATRE! ★

Mat 304—3 columns x 10½ inches (435 lines)—45c



**EYES RIGHT**

**SIZE RIGHT!!**

**JUST RIGHT!!!**

The story of a week-end pass and the gals they made it at!!

A SCREENFUL OF DOUGHBOY JOY FROM WARNERS!

**DENNIS MORGAN**  
**ELEANOR PARKER**  
**DANE CLARK**

**THE VERY THOUGHT OF YOU**

with **FAYE EMERSON**

BEULAH BONDY • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING  
Directed by **DELMER DAVES** • Screen Play by Alvah Bessie & Delmer Daves • Original Story by Lionel Wiggam

**STAMPS BUY! BONDS On Sale In Lobby!**

Mat 117  
1 column x 7¼ inches  
(102 lines)  
15c

**DENNIS MORGAN • ELEANOR PARKER • DANE CLARK**  
His biggest picture ever! A gal you love! "Destination Tokyo" find!

**The Very Thought of You**

WARNER PICTURE with **FAYE EMERSON**

BEULAH BONDY • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING  
Directed by **DELMER DAVES**  
Screen Play by Alvah Bessie and Delmer Daves • Original Story by Lionel Wiggam

★ **THEATRE & DATE** ★ **BUY WAR BONDS AT THIS THEATRE!** ★

Mat 211—2 columns x 3 inches (84 lines)—30c

**THE FUN STARTS TODAY!!!**

They're out on maneuvers... out-maneuvering every wolf in town!!!

A SCREENFUL OF DOUGHBOY JOY — FROM WARNERS!

**DENNIS MORGAN**  
THAT BIG GUY IN HIS BIGGEST HIT!

**ELEANOR PARKER**  
A GAL YOU LOVE!

**DANE CLARK**  
SENSATION OF "DESTINATION TOKYO"!

**THE VERY THOUGHT OF YOU**

with **FAYE EMERSON**

BEULAH BONDY • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING  
Directed by **DELMER DAVES**  
Screen Play by Alvah Bessie and Delmer Daves • Original Story by Lionel Wiggam

★ **THEATRE & DATE** ★ **BUY WAR BONDS AT THIS THEATRE!** ★

Mat 207—2 columns x 14¾ inches (402 lines)—30c



THE STORY OF A 72-HOUR PASS  
 ... And  
 the gals  
 they made  
 it  
 at!!!

A couple of wolves  
 in G.I. clothing  
 in a WOO-WOO-WONDERFUL  
 SHOW!

**DENNIS MORGAN**  
 THAT BIG GUY IN HIS BIGGEST HIT!

**ELEANOR PARKER**  
 A GAL YOU'RE GOING TO LOVE!

**DANE CLARK**  
 SENSATION OF "DESTINATION TOKYO!"

MORE DOUGHBOY  
 JOY FROM  
 WARNERS

**THE VERY THOUGHT  
 OF YOU**  
 WITH FAYE EMERSON

BEULAH BONDI • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING Directed by DELMER DAVES  
 Screen Play by Alvah Bessie and Delmer Daves • Original Story by Lionel Wiggam

★ THEATRE & DATE ★ BUY WAR BONDS AT THIS THEATRE! ★

Mat 301—3 columns x 9½ inches (399 lines)

Very Romantic! Very Wonderful!

**DENNIS MORGAN  
 ELEANOR PARKER  
 DANE CLARK**  
 in Warner Bros.

**THE VERY THOUGHT OF YOU**  
 WITH FAYE EMERSON  
 BEULAH BONDI • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING  
 Directed by DELMER DAVES • Screen Play by  
 Alvah Bessie & Delmer Daves • Original Story by Lionel Wiggam

STAMPS BUY! BONDS On Sale In Lobby!

Mat 120  
 1 column x 2 inches  
 (27 lines)  
 15c

The Very Picture For You!

**DENNIS MORGAN  
 ELEANOR PARKER  
 DANE CLARK**

in WARNERS'

**THE VERY THOUGHT OF YOU**  
 WITH FAYE EMERSON

BEULAH BONDI • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING  
 Directed by DELMER DAVES • Screen Play by  
 Alvah Bessie & Delmer Daves • Original Story by Lionel Wiggam

STAMPS BUY! BONDS On Sale In Lobby!

Mat 119  
 1 column x 3½ inches  
 (49 lines)  
 15c



Ready....

Aim....

**hug**

Our Screen's really jumpin'!...  
- 'cause those rookies' hearts are thumpin'!

THE LOVE! LOVE! LOVE! and a HIT! HIT! HIT! So hurry! hurry! hurry!

**DENNIS MORGAN · ELEANOR PARKER · DANE CLARK**

**The Very Thought of You**

WARNER PICTURE with FAYE EMERSON

BEULAH BONDI · HENRY TRAVERS Directed by  
WILLIAM PRINCE · ANDREA KING DELMER DAVES  
Screen Play by Alvah Bessie and Delmer Daves · Original Story by Lionel Wiggam

\* THEATRE & DATE \* BUY WAR BONDS AT THIS THEATRE! \*

Mat 209—2 columns x 7¼ inches (700 lines)—30c

Mat 213  
2 columns x 15¼ inches  
(422 lines)  
30c

**EYES RIGHT!!**

**SIZE RIGHT!!**

**JUST RIGHT!!**

Just like a soldier loves his lass - You'll love this story of a week-end pass - and the gals they made it at!!

A SCREENFUL OF DOUGHBOY JOY FROM WARNERS!

**DENNIS MORGAN**  
THAT BIG GUY IN HIS BIGGEST HIT!

**ELEANOR PARKER**  
A GAL YOU LOVE!

**DANE CLARK**  
SENSATION OF DESTINATION TOKYO!

**THE VERY THOUGHT OF YOU**

with FAYE EMERSON

BEULAH BONDI · HENRY TRAVERS Directed by  
WILLIAM PRINCE · ANDREA KING DELMER DAVES  
Screen Play by Alvah Bessie and Delmer Daves · Original Story by Lionel Wiggam

\* THEATRE & DATE \* BUY WAR BONDS AT THIS THEATRE! \*



WHEN THESE ROOKIES WHISTLED  
 THESE COOKIES WHISTLED  
 RIGHT BACK!

The story of a couple of G.I. wolves—a 72 hour pass—and the gals they made it at.....

**DENNIS MORGAN**  
QUITE A GUY IN A FIGHT OR A FROLIC!

**ELEANOR PARKER**  
QUITE A GAL ANYTIME, ANYWHERE!

**DANE CLARK**  
HE'LL TAKE A CHANCE ON ANYTHING—TWICE!

MORE DOUGHBOY JOY FROM WARNERS

**THE VERY THOUGHT  
 OF YOU**  
with FAYE EMERSON

BEULAH BONDI • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING Directed by **DELMER DAVES**  
Screen Play by Alvah Bessie and Delmer Daves • Original Story by Lionel Wiggam

★ **THEATRE & DATE** ★ **BUY WAR BONDS AT THIS THEATRE!** ★

Mat 302—3 columns x 9¾ inches (408 lines)—45c



THEY'RE OUT ON MANEUVERS—  
OUT-MANEUVERING EVERY WOLF IN TOWN!

SEE EVERYTHING THAT HAPPENS ON A 72 HOUR PASS—AND TO THE GALS THEY MADE IT AT!!!

MORE DOUGHBOY JOY FROM WARNERS

**DENNIS MORGAN**  
QUITE A GUY IN A FIGHT OR A FROLIC!

**ELEANOR PARKER**  
QUITE A GAL ANYTIME, ANYWHERE!

**DANE CLARK**  
HE'LL TAKE A CHANCE ON ANYTHING TWICE!

**FAYE EMERSON**

**THE VERY THOUGHT OF YOU**

with BEULAH BONDY • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING Directed by DELMER DAVES  
Screen Play by Alvah Bessie and Delmer Daves • Original Story by Lionel Wiggam

★ THEATRE & DATE ★ BUY WAR BONDS AT THIS THEATRE! ★

Mat 303—3 columns x 7¾ inches (321 lines)—45c

A screenful of hugs kisses and gorgeous misses!

**DENNIS MORGAN**  
**ELEANOR PARKER**  
**DANE CLARK**

in WARNERS'

**THE VERY THOUGHT OF YOU**

with FAYE EMERSON

BEULAH BONDY • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING  
Directed by DELMER DAVES • Screen Play by Alvah Bessie & Delmer Daves • Original Story by Lionel Wiggam

**STAMPS BUY! BONDS On Sale In Lobby!**

Mat 118  
1 column x 4½ inches  
(62 lines)  
15c

It's the WARNER rookie-cookie riot!

**DENNIS MORGAN**  
**ELEANOR PARKER**  
**DANE CLARK**

in WARNERS'

**THE VERY THOUGHT OF YOU**

with FAYE EMERSON

BEULAH BONDY • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING  
Directed by DELMER DAVES • Screen Play by Alvah Bessie & Delmer Daves • Original Story by Lionel Wiggam

**STAMPS BUY! BONDS On Sale In Lobby!**

Mat 116  
1 column x 5½ inches  
(77 lines)  
15c

Delete copy



**A call to Arms!!!**

Here come the rookies and their cookies!  
It's a screenful of hugs, kisses and gorgeous misses!!!



**DENNIS MORGAN**  
THAT BIG GUY IN HIS BIGGEST HIT!

**ELEANOR PARKER**  
A GAL YOU LOVE!

**DANE CLARK**  
SENSATION OF "DESTINATION TOKYO"!

MORE G.I. JOY FROM WARNERS!

**THE VERY THOUGHT OF YOU**

with **FAYE EMERSON**

BEULAH BONDI • HENRY TRAVERS Directed by  
WILLIAM PRINCE • ANDREA KING **DELMER DAVES**  
Screen Play by Alvah Bessie and Delmer Daves • Original Story by Lionel Wiggam

\* **THEATRE & DATE** \* **BUY WAR BONDS AT THIS THEATRE!** \*

Mat 210—2 columns x 10¾ inches (450 lines)—30c

**THE STORY OF A 72-HOUR PASS**  
...and the gals they made it at!!!



A couple of wolves in G.I. clothing in a woo-woo-wonderful show!

**DENNIS MORGAN**  
THAT BIG GUY IN HIS BIGGEST HIT!

**ELEANOR PARKER**  
A GAL YOU'RE GOING TO LOVE!

**DANE CLARK**  
SENSATION OF "DESTINATION TOKYO"!

MORE DOUGHBOY JOY FROM WARNERS

**THE VERY THOUGHT OF YOU**

with **FAYE EMERSON**

BEULAH BONDI • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING Directed by **DELMER DAVES**  
Screen Play by Alvah Bessie and Delmer Daves • Original Story by Lionel Wiggam

\* **THEATRE & DATE** \* **BUY WAR BONDS AT THIS THEATRE!** \*

Mat 214—2 columns x 6¼ inches (176 lines)—30c



Delete

**THEY'RE OUT ON MANEUVERS-**  
**OUT-MANEUVERING EVERY WOLF IN TOWN!**

THE STORY OF A 72 HOUR PASS- AND TO THE GALS THEY MADE IT AT!!!

MORE DOUGHBOY JOY FROM WARNERS

**DENNIS MORGAN**  
**ELEANOR PARKER**  
**DANE CLARK**  
**FAYE EMERSON**

WITH BEULAH BONDI • HENRY TRAVERS - Directed by WILLIAM PRINCE • ANDREA KING DELMER DAVES  
 Screen Play by Alvah Bessie and Delmer Daves • Original Story by Lionel Wiggam

**THE VERY THOUGHT OF YOU**

★ **THEATRE & DATE** ★ **BUY WAR BONDS AT THIS THEATRE!** ★

Mat 208—2 columns x 5¼ inches (146 lines)—30c

Delete

Delete

**A call to ARMS!!!**

Here come the rookies and their cookies! It's a screenful of hugs, kisses and gorgeous misses!

**DENNIS MORGAN**  
 THAT BIG GUY IN HIS BIGGEST HIT!  
**ELEANOR PARKER**  
 A GAL YOU LOVE!  
**DANE CLARK**  
 SENSATION OF "DESTINATION TOKYO!"  
 MORE G.I. JOY FROM WARNERS!

**THE VERY THOUGHT OF YOU**

FAYE EMERSON

BEULAH BONDI • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING  
 Directed by DELMER DAVES • Screen Play by Alvah Bessie & Delmer Daves • Original Story by Lionel Wiggam

**STAMPS BUY! BONDS On Sale In Lobby!**

Mat 114  
1 column x 8½ inches (119 lines)  
15c

**THE FUN STARTS TODAY!!!**

They're out on maneuvers... out-maneuvering every wolf in town!!!

A SCREENFUL OF DOUGHBOY JOY - FROM WARNERS!

**DENNIS MORGAN**  
**ELEANOR PARKER**  
**DANE CLARK**

**THE VERY THOUGHT OF YOU**

FAYE EMERSON

BEULAH BONDI • HENRY TRAVERS • WILLIAM PRINCE • ANDREA KING  
 Directed by DELMER DAVES • Screen Play by Alvah Bessie & Delmer Daves • Original Story by Lionel Wiggam

**STAMPS BUY! BONDS On Sale In Lobby!**

Mat 115  
1 column x 7 inches (96 lines)  
15c

**Very Romantic... and Very Wonderful!**

**DENNIS MORGAN**  
**ELEANOR PARKER**  
**DANE CLARK**  
 in Warner Bros.

**THE VERY THOUGHT OF YOU**

WITH **FAYE EMERSON**

BEULAH BONDI • HENRY TRAVERS Directed by WILLIAM PRINCE • ANDREA KING DELMER DAVES  
 Screen Play by Alvah Bessie and Delmer Daves • Original Story by Lionel Wiggam

★ **THEATRE & DATE** ★ **BUY WAR BONDS AT THIS THEATRE!** ★

Mat 212—2 columns x 3½ inches (98 lines)—30c



# Photographs Of All Retouched Ad Illustrations Available

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VT 556



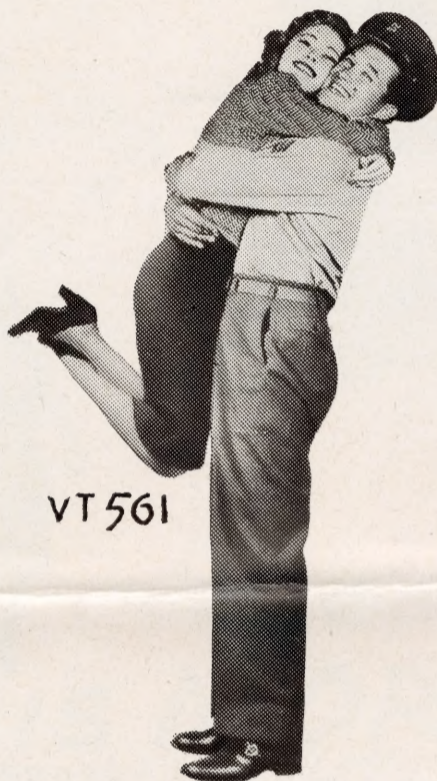
VT 557



VT 559



VT 561



VT 562



VT 560



## LATEST VITAPHONE HITS

"LET'S GO FISHING"—features some of the most thrilling fishing shots ever screened! Supervised by A. Pam Blumenthal and narrated by Sam Balter, this Technicolor film treat travels all over the world to present dramatic scenes of fishermen in action as they catch tarpon, bass, trout, muskies, salmon, etc. Directed by Van Campen Heilner and Andre De La Varre. . . . 1001—Technicolor Special—20 mins.

"BOOBY HATCHED"—is another winner in this prize-winning Technicolor series! The hilarious adventures of a little half-hatched duckling provide the opening for some of the wackiest gags ever perpetrated on a willing public. A real howl. . . . 9717—Looney Tunes (in Technicolor)—7 mins.

"HARRY OWENS AND HIS ROYAL HAWAIIAN ORCHESTRA"—marks the screen debut of one of the Island's top musical aggregations! Featuring the lilting melodies that made Hawaii famous, this is one reel that everyone will go for! . . . 1603—Melody Masters—10 mins.

"OUTDOOR LIVING"—finds Howard Hill, the World's Greatest Archer, leading a real "back-to-Mother-Nature" life! Capturing the excitement of a bobcat hunt with only a bow and arrow, as well as other unusual camping experiences, Howard turns in a swell attraction. 1403—Vitaphone Varieties—10 mins.

"CHAMPIONS OF THE FUTURE"—is another reel from the able hands of Howard Hill. Here he introduces a glittering line-up of tomorrow's sports headliners as they appear today. Technicolor adds plenty to this already thrill-packed offering. They'll love it! 9512—Sports Parade (in Technicolor)—10 mins.

## OFFICIAL BILLING

WARNER BROS. 50%

Pictures, Inc. Presents 5%

**DENNIS MORGAN-ELEANOR PARKER-DANE CLARK** 100%

in

**"THE VERY THOUGHT OF YOU"** 100%

with

FAYE EMERSON — BEULAH BONDI — HENRY TRAVERS 10%

WILLIAM PRINCE — ANDREA KING 10%

Directed by Delmer Daves 25%

Screen Play by Alvah Bessie & Delmer Daves 3%

Original Story by Lionel Wiggam 2%

Music by Franz Waxman 3%

A Warner Bros. - First National Picture 5%



# CHECK THESE "VERY THOUGHT OF YOU" BIG GROSSER CAMPAIGNS BEFORE

## Exploiting the New Films

How the recent pictures are being sold at the first run and pre-release date showings

### VERY THOUGHT OF YOU

Putting on a world premiere is quite an undertaking, but to Harry MacDonald, manager of the Warner theatre in Milwaukee and Al Kvoil, circuit district manager in that city, the task is just a "set-up", requiring some extra forethought plus additional effort and hard work. The response was terrific and new box-office records were established for the opening of "The Very Thought of You".

The theatremen considerably handicapped because there were no stars available to attend the premiere, started to ballyhoo the opening two weeks in advance.

Several neighborhood Warner theatres ran special trailers and carried copy plugging the premiere on theatre marquees. The *Milwaukee Sentinel* and the *Journal* used advance feature stories and art plugging Dennis Morgan who is a home-town boy.

In the Warner theatre lobby, a massive balcony hanger was hung suspended over the mezzanine with color enlargements of the stars, cutout title and other data set against a red tinsel background.

#### Local Defense Factories Promoted for Displays

Local defense factories displayed special signs with copy, "The Very Thought Of You—Speeds Production". The boards were covered with photos of women employees' sweethearts and relatives in the Services. Theatre copy and playdate received prominent mention.

Various operators at the central control station of the city's juke boxes were contacted and these girls plugged the recording of the song

hit "The Very Thought of You" whenever possible.

Another promotion which attracted plenty of attention to the film was a 40 by 60 card reading "The Very Thought of You—Cheers Up the Folks at Home—Write More Often." This card was displayed in the main recreation room of the U.S.O. Canteen which handles about 10,000 Servicemen and women each week. The card also carried a plug for the premiere at Warner's theatre.

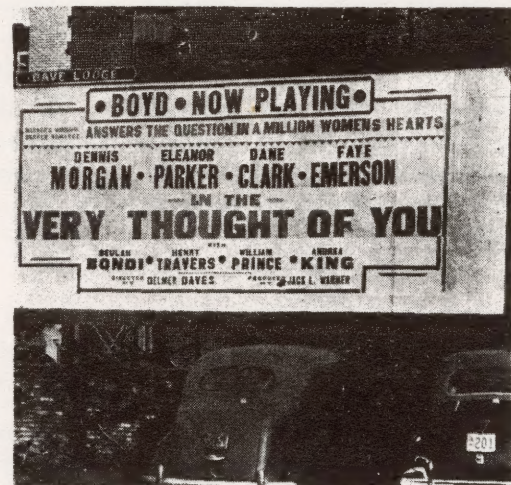
#### Outdoor Sign and Radio Announcements Used

For the first time in the history of Pabst, brewers of beer, that company permitted its huge outdoor animated sign to be used for commercial purposes. The chaser portion of the sign hitherto closed to all save community and weather reports, carried the playdates and announcement of the picture's opening at the Warner.

For three consecutive nights prior to the opening, the premiere was plugged on a special broadcast emanating in the Rumpus Room at Radio City. One week in advance Station WTMJ of Milwaukee, carried spot announcements and 30 second station break plugs for the film.

The *Milwaukee Journal* devoted art and story features to the film beginning three weeks in advance and additional breaks were scored in the paper's *Green Sheet*, a special film section. The newspaper's *Screen and Radio* section carried a front page color photo, with picture credits, of Eleanor Parker who is co-star in the film; this appeared in the Sunday-edition.

The *Milwaukee Sentinel* came through with a special break of the film's story in pictures.



The fact that lithos are not yet available did not deter Philadelphia Warnermen from using billboard advertising to publicize "The Very Thought of You". Catchline, "Answers the Question in a Million Women's Hearts", was used throughout the campaign.

### Strong Campaign In Philadelphia

"The Very Thought of You" opened in Philadelphia at the Boyd where after an extensive advertising and outdoor campaign, the picture also attracted excellent business.

The campaign was handled by Irving Blumberg, director of advertising and publicity for the Warner theatres there and Roy Robbins, manager of the Boyd.

Newspaper and radio announcements received saturation coverage with teaser ads appearing two weeks in advance. Special display ads were taken in six of the city's foreign newspapers and all local college publications. Listing was also secured in the *PTC Traveler*, a pamphlet with over 250,000 circulation which is distributed on all Philadelphia trolley cars.

Outside billing included posting of fifty 24-sheets, 400 four-color trolley dash cards, 1,100 car cards which also were displayed on all suburban trains, and 100 window cards placed in strategic locations throughout the city.

#### Lobby and Screen Plays in Neighborhood Theatres

Thirty of the Philadelphia Warner theatres ran special trailers announcing the film's engagement at the Boyd and circuit houses not using the trailer displayed 40 by 60 cards.

Through the cosmetic counters at drug and department stores, 25,000 star photos with picture and theatre imprint were distributed to consumers.

A special screening of the picture for beauty parlor operators was arranged at the WCAU radio station auditorium. It was believed that these women are in a position to talk about the picture in their direct contracts with a large women's audience.



Manager Harry MacDonald, Warner theatre, Milwaukee, promoted use of chaser sign to exploit world premiere of "The Very Thought of You". This is first time Pabst organization permitted its huge outdoor attraction to be used for a commercial plug.



# DU" STARTING YOURS...

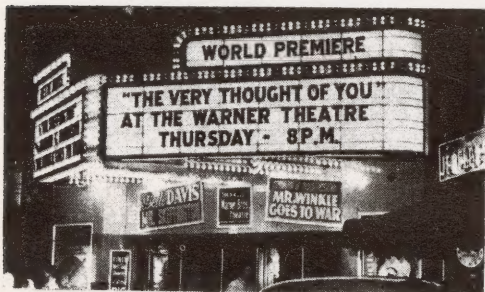
## WORLD PREMIERE

of "The Very Thought of You" at the Warner theatre, Milwaukee, last week, was attended by Chet Friedman, editor of the Managers' Round Table. Arriving in the city, he discovered that, due to prerelease engagement of the film, no press material was available to the theatre. Manager Harry MacDonald and district manager Al Kvoool of the Warner Milwaukee theatres, with no more than a set of production stills, fashioned their own campaign. The creditable performance of the ingenious showmen in publicizing the film is indicated by the photos and the campaign data here and on the opposite page.

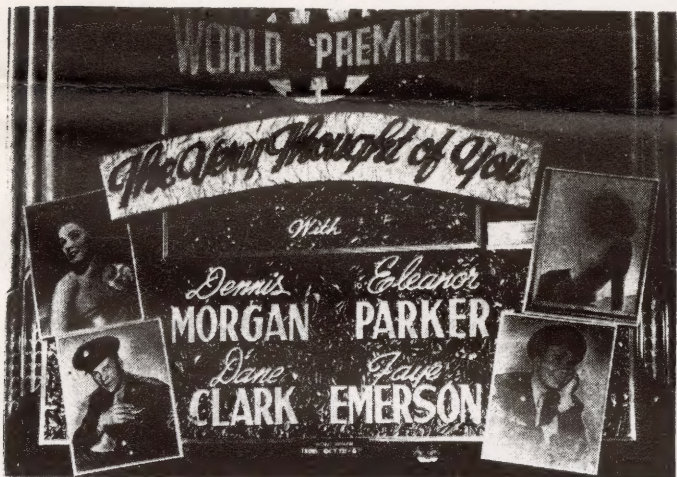


By Milwaukee Journal Staff Photographer

Warnermen visit at the Milwaukee Journal offices to arrange newspaper promotions. Clockwise, right to left: Manager Harry MacDonald, Warner theatre; Walter Monfried, movie editor; Stan Kalish, roto editor; Larry Lawrence, editor of the Journal Green Sheet; Al Kvoool, Warner district manager; Chester Friedman, editor of the Round Table, who is an interested spectator.



Seven Warner neighborhood houses plugged premiere on marquee. At left is the Tower theatre. Trailers were also used throughout the city in circuit's theatres.



Huge balcony hanger attracted attention of theatregoers. Color enlargements of the stars against tinselled background were real eye-catchers.

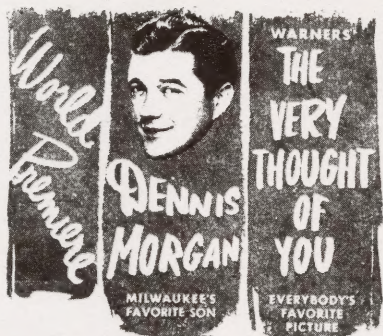


Tie-ups with local defense plants gained plenty of interest for the film. Girls at nearby parachute factory are provided with extra incentive to speed production.



Left, Milwaukee's U.S.O. Canteen, one of the largest and finest in the nation, displays card encouraging boys and girls to "Write more often, as 'The Very Thought of You' cheers up the home folks". Premiere plug is visible.

MANAGERS' ROUND TABLE, OCTOBER 21, 1944



With a gal you'll love, Eleanor Parker—and Dane Clark the guy you loved in Destination Tokyo!

**WORLD PREMIERE**  
**WARNER THEATRE**  
Thursday Evening at 8:00  
No Increase in Prices

Special advance newspaper ads plug Dennis Morgan, home town boy who made good in Hollywood (above and right).



**WORLD PREMIERE**  
**WARNER THEATRE**  
Thursday Evening at 8:00  
No Increase in Prices

Send Your "VERY THOUGHT OF YOU" CAMPAIGNS to:

Chester Friedman  
Managers' Round Table Club  
Motion Picture Herald

1270 Sixth Avenue • New York, N. Y.



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